

# CECP Accelerate Community 2019-2020

## Business Impact Measurement

### CONTEXT AND VALUE

CECP's proprietary approach as a measurement advisor focuses on scorecard-driven methods of managing for results. CECP's *Giving in Numbers* is the unrivaled leader in benchmarking on corporate social investments, in partnership with companies. This community offers you the opportunity to leverage our expertise to create or improve your own customized measurement tool as well as connect with peers who are dedicating time and resources to measurement as a priority area.

This year's focus will be on topics related to measuring the results for the business – on employees, on the brand, and more.

Optimal for CR leaders with direct responsibility for measurement, whether a small portion or their entire focus, who work on teams that have an internal culture of integration with other functions.

### BACKGROUND

Last year, the CECP Social Scorecard accelerate community covered social result and other measurement topics and had speakers from IBM, Credit Suisse, Novo Nordisk, Mondelez, and more. Participants included AmerisourceBergen, BD, Campbell, Chevron, Dell, DTE Energy, Medtronic, and USAA

### STRUCTURE

#### Collect

- Diagnostic one-on-one meeting with CECP
- Share pre-existing items from your company

#### Compare

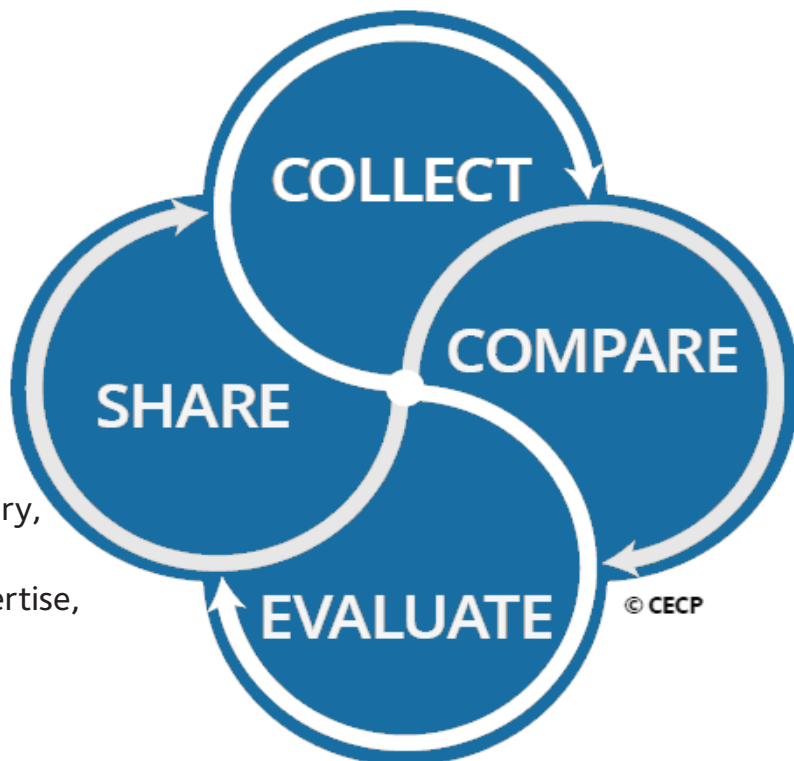
- Introduction to CECP's proprietary approach
- CECP Insights from diagnostics
- Shared goal-setting for community's outcomes

#### Evaluate

- Video-conferences will be held in October, January, February, and March for a total of four.
- Agendas will include a combination of CECP expertise, insights, and peer sharing.
- External speakers at each video conference

#### Share

- May 2020: CECP Summit, NYC. A concluding celebration and report-out from each community member



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### GOAL

At the end of the year, participating companies should feel equipped to create or improve their own customized measurement tool based on the learnings of this Accelerate Community. Specific goals will be set by participating companies.

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### COMMITMENT AND TIMELINE

#### Meetings

- Diagnostic meetings: September-October
- Video kick-off: October
- In-person meeting: November
- Video: January
- Video: February
- Video: March

#### Expectations

- Diagnostic meeting (one-on-one);
- Details sent to CECP as follow-up to diagnostic meeting
- Active participation and sharing throughout the year with other community members
- Assign main participant, secondary participant optional

#### Measurement advisement consulting: 10 hours included

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### Contact

For more information, questions, and to join this group please contact Alexa Yigit

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