



Advanced Advisory Services

Drive Measurable Returns on Corporate Purpose

CECP provides tailored, customized, strategic support to help corporate leaders translate purpose into measurable results leveraging information from:

- 5,000+ touch points among our coalition of 2,500+ CEOs and corporate leaders; we have the pulse of the industry
- Benchmark data from 650+ multi-billion-dollar companies over 20+ years, representing \$510 billion in corporate social investments
- Industry-leading research
- Actionable strategies and frameworks

CECP's Advanced Advisory Services

1. Expanded Benchmarking

CECP supports corporate leaders in building, communicating, defending, and measuring purpose-driven strategies across community investment, foundations, employee engagement, sustainability, and core business functions. Through our unparalleled benchmarking—anchored in CECP's *Giving in Numbers™*, proprietary data sets, and external sources like Bloomberg Terminal, CSR reports, ratings and rankings, and company-specific research and outreach—we provide companies with a clear view of how they compare to peers. These insights inform executive-ready presentations and strategic decision-making. CECP's customized analysis identifies opportunity areas and strengthens your company's ability to lead with purpose in a competitive landscape.

2. Strategy Review & Facilitation

Whether launching or evolving a corporate purpose strategy, CECP helps companies ensure their efforts are business-aligned, credible, and future-ready. Drawing on more than two decades of insights, proprietary frameworks, and in-depth research, CECP provides corporate leaders with hands-on guidance to assess and elevate your company's strategy, programs, and communications. Through tailored engagements—ranging from executive sessions and cross-functional convenings to board briefings and focus groups—we equip leaders

"We were pleased with the work provided by the awesome CECP team. The organization's commitment to excellence was apparent in all deliverables and interactions. CECP provided beneficial insights, great presentations to our team and the foundation board, and very thorough data deliverables with respect to the company interviews. Thank you for your partnership!"

— SR. CONSULTANT, DIVERSITY, EQUITY & INCLUSION AT A FORTUNE 500 FINANCIAL COMPANY



Simply put, our counsel brings clarity, confidence, and strategic advantage to corporate leaders navigating the complexities of corporate purpose.

CECP also offers the option for companies to retain CECP for a set number of hours for ongoing strategic advisory support.

with relevant trends, best-in-class case studies, and actionable recommendations to integrate purpose across the business.

3. Measurement Advisement

Elevate your company's impact strategy with CECP's Measurement Fundamentals—a proven approach to embedding accountability, clarity, and results into purpose-driven work. CECP partners with corporate leaders to refine or build custom dashboards and scorecards, ensuring your team focuses on the "Vital Few": the most strategic metrics that demonstrate both social impact and business value. Whether launching new initiatives or reviewing existing strategies, CECP brings analytical rigor and trusted expertise to help you measure what matters and make your value visible—internally and externally.

4. Communications Strategy & Assessment

CECP conducts a comprehensive review of your company's internal communications—across social media, websites, CSR reports, and earned media—to assess how your brand equity is being perceived and positioned relative to peers. Using CECP's proven criteria of CEO leadership, innovation, measurement, partnership, and storytelling, we identify strengths and gaps to help sharpen your message. CECP also partners with your team to develop communications plans that effectively engage both external stakeholders and employees.

5. Strategic Program & Event Advisement

CECP partners with corporate leaders to design and deliver high-impact programs and events aligned with strategic priorities. From early planning through execution, CECP provides expert guidance, research-backed insights, and operational support to ensure initiatives are purpose-driven, outcome-oriented, and executed with excellence. Our team helps you elevate your efforts and achieve results that reflect your company's values and business goals.

"The Advanced Advisory work with CECP was informative and provided us with the time to evaluate our current strategy and explore options for a new strategy to make sure we remain effective and impactful. We will utilize the deliverables to help inform our strategy and build out annual goals for implementation."

— VICE PRESIDENT, CORPORATE RESPONSIBILITY AND INCLUSION AT A FORTUNE 500 CONSUMER COMPANY

"CECP helped us understand where we are related to other companies' and corporate foundations' philanthropic investment, which we will use for internal education to further align on giving levels and strategy. I appreciated CECP's willingness to adapt the plan and deliverables to address our individual company's needs and limitations. Everyone was gracious in understanding and adapting the work to provide the best support possible under changing conditions."

— MANAGING DIRECTOR AT A FORTUNE 500 HEALTHCARE COMPANY



For more information,
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CECP

We help you power business performance with corporate purpose