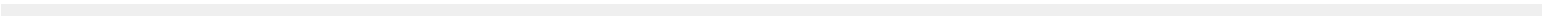

Demystifying measurement

Busting common measurement myths



About us



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About Corporate Citizenship

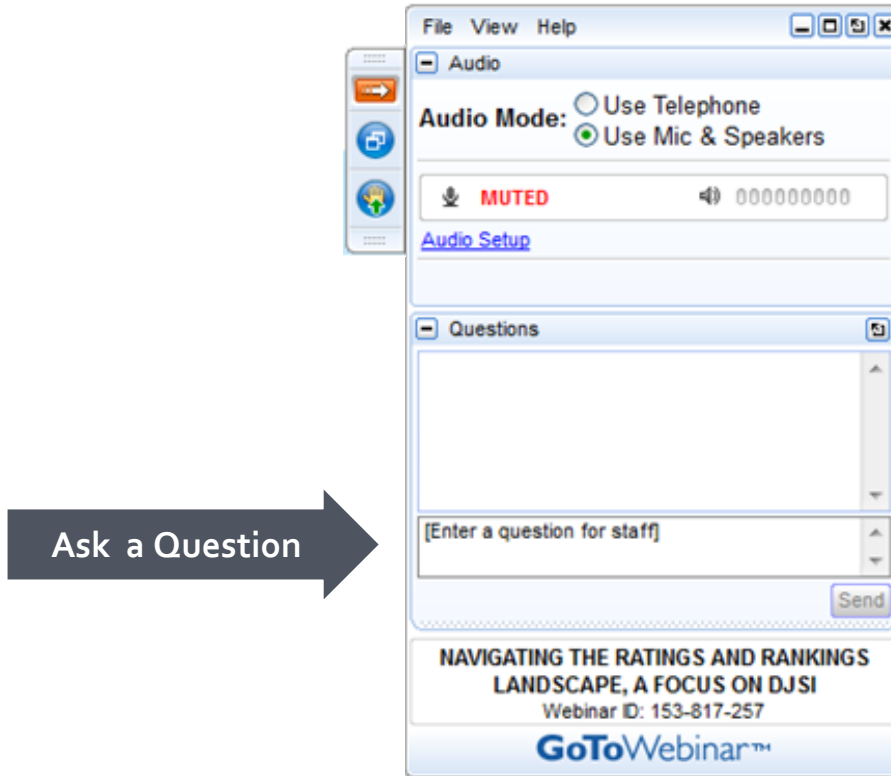
- Global management consultancy specialising in sustainability and corporate responsibility.
- Established in 1997.
- Teams based in London, Melbourne, New York, San Francisco, Santiago and Singapore.
- We help companies to achieve their commitments to responsible business.
- Worked in more than 45 countries.
- Published more than 40 [thought leadership papers](#).
- Host regular sustainability and CR events, webinars and seminars.



"Corporate Citizenship helped us to understand the issues, anticipate what's next and realize the opportunities for growth."

- Global VP, Sustainable Business

Asking questions



The context

A close-up photograph of a white brick wall. The bricks are arranged in a standard running bond pattern. The mortar joints are visible, and the overall texture is slightly rough and uneven. The lighting is even, highlighting the individual bricks and their shadows.

**The idea of measurement can
sometimes feel like a brick wall.**

The impact-aspiration gap



75% believe companies should set long term goals and work with specific partners to achieve them.

23% take this approach.

The challenges



Lack of clarity over what to measure (56%)




Lack of resources to fund measurement (51%)



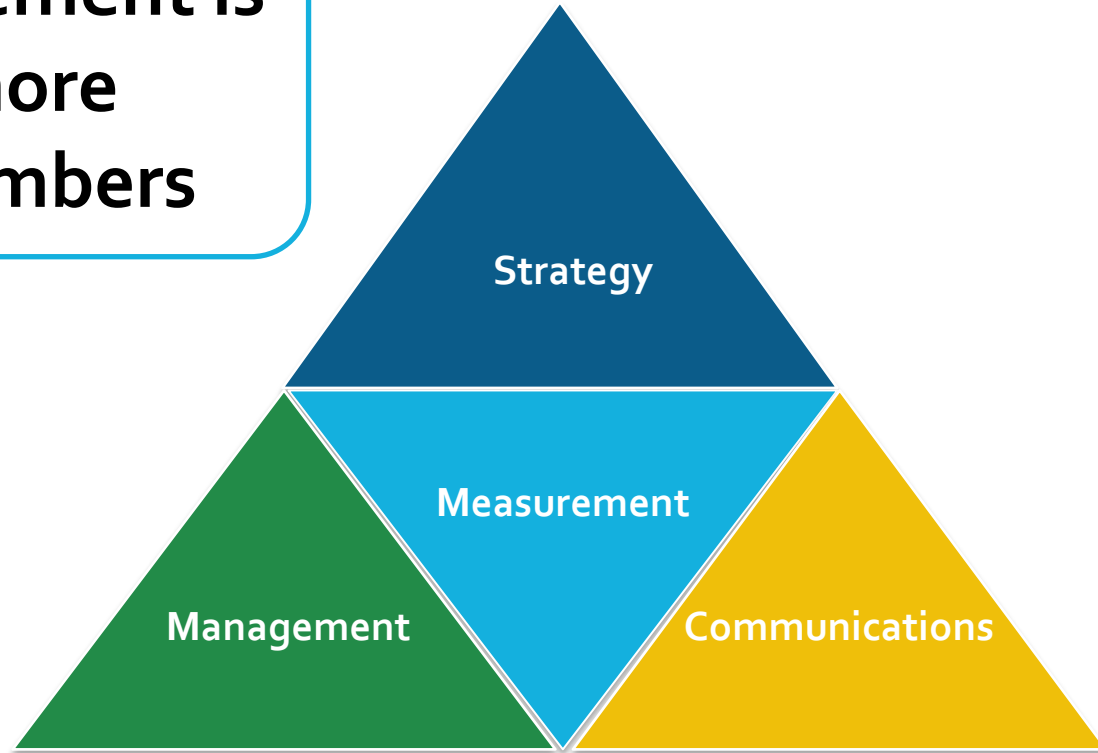
Lack of clear approach to follow (45%)

Busting myths


A large crowd of diverse people is arranged in a large, irregular, somewhat circular shape on a white background. The people are wearing various colorful clothing, and their shadows are cast on the ground. In the center of this crowd, the text "Measurement is too complex to make it worthwhile" is written in a black, italicized, sans-serif font.

*Measurement is too
complex to make it
worthwhile*

**Measurement is
about more
than numbers**



 Inputs	 Outputs	 Impacts <p>What changes; The changes that happen to individuals, organisations and the company, in the short or longer-term, as a result of the activity.</p>	
How:	Community outputs:	Community impacts:	Change in beneficiaries, organisations and/or society
Why:	Leverage:		Business impacts:
What:	Business outputs:		
Where:			


A large crowd of diverse people, seen from an aerial perspective, is arranged in a large, open 'U' shape that frames the central text. The individuals are dressed in various casual and business-casual attire, and their shadows are cast on the white ground. The text is centered within the 'U' shape.

*Measurement is for
large companies with
large teams and budgets*

**Understand how
to make the most
of the resources
you have available**



- **Create a baseline** to understand how you are currently using your resources for your community programs
- **Benchmark** yourself against peers/competitors
- **Consider how you could use your resources more effectively** according to your ambitions
 - Focus on pro bono support in conjunction with financial?
 - Greater emphasis on volunteering over cash?
 - Decrease or increase numbers of organisations/partners supported?


A large crowd of diverse people, seen from an aerial perspective, is arranged in a large, open 'U' shape that frames the central text. The individuals are dressed in various casual and business-casual attire, and their shadows are cast on the white ground. The text is centered within the 'U' shape.

*Capturing data across
all of our activities is too
time-consuming*

**Every last thing
does not need
to be measured**



- **Focus on activities that are easily captured;** not every single small donation or item of in-kind or employee time has to be quantified
- **Aim to get the inputs right first** as measuring impacts is the most difficult part
- **Start with the larger projects or operations** and bring others in over time
- **Measurement is an evolving process** with gradual increases in data capture each year as systems develop and the network of respondents builds up

A large crowd of diverse people, seen from an aerial perspective, is arranged in a large, open 'U' shape on a plain white surface. The people are dressed in various casual and business-casual attire, and their shadows are cast on the ground. The text is centered within the 'U' shape.

*We only have inputs
data; measurement
means looking at
impacts*

**Many steps lead
towards impact
measurement**





Measurement is journey that most companies are part way through.



Many begin by getting their inputs right before moving to impacts.



Strengthen capturing your cash, time and in-kind contributions is a crucial first step.

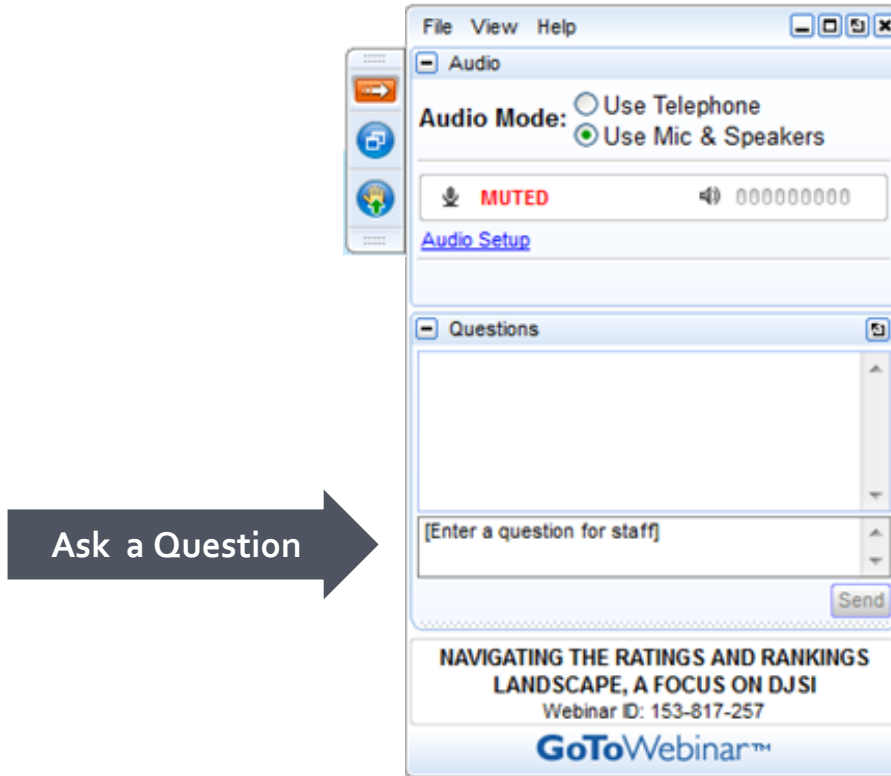
Once you are confident with your inputs measurement, consider how you might move on to measuring outputs and finally impacts.

LBG is here to help you!



Questions?

Asking questions



Thank you!

Contact us

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