

# How Companies Can Measure the Impact of Pro-Poor Investments

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MEASUREMENT





# Different Expectations for Corporations

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**56%**

of CEOs believe the  
CSR function **creates  
value** for the business

**51%**

of CSR professionals  
**don't know** if their  
function creates value  
for the business

**Uh oh.**

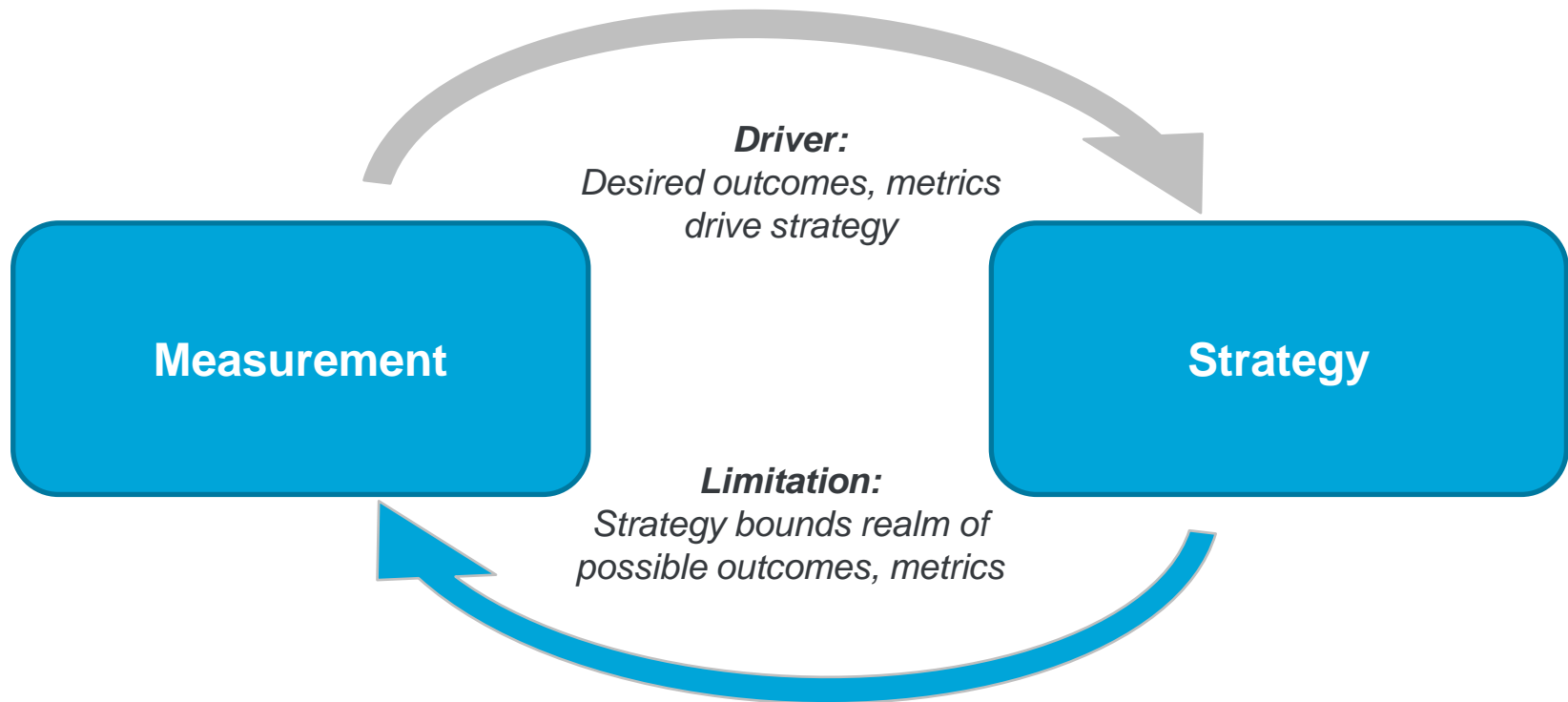
# Why Measurement is So Hard

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# The Link Between Strategy and Measurement

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# The Measurement Challenge in Development



<b>Top 3 indicators for <i>Community Services and Employee Volunteering</i></b>	
1.	Number of people/organizations/projects benefited, served or implemented
2.	Number of volunteers
3.	Number of volunteering hours
<b>Top 3 indicators for <i>Total Community Expenditure</i></b>	
1.	Amount of money spent in community investment
2.	Percentage of profit/revenue/income spent in community investment
3.	Percentage increase of money spent on social investment, compared to last year
3.	Number of people benefited in community investment activities
3.	Number of projects developed and completed
<b>Top 3 indicators for <i>Community Engagement and Dialogue</i></b>	
1.	Number of visitors, audience and participants reached
2.	Percentage/number of sites where community engagement activities were performed
3.	Frequency of meetings

# The Measurement Continuum

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**Accountability**

**Value**



## Compliance

- F indicators
- Process metrics
- Audit

## Assessment

- Informal review
- Anecdotal data

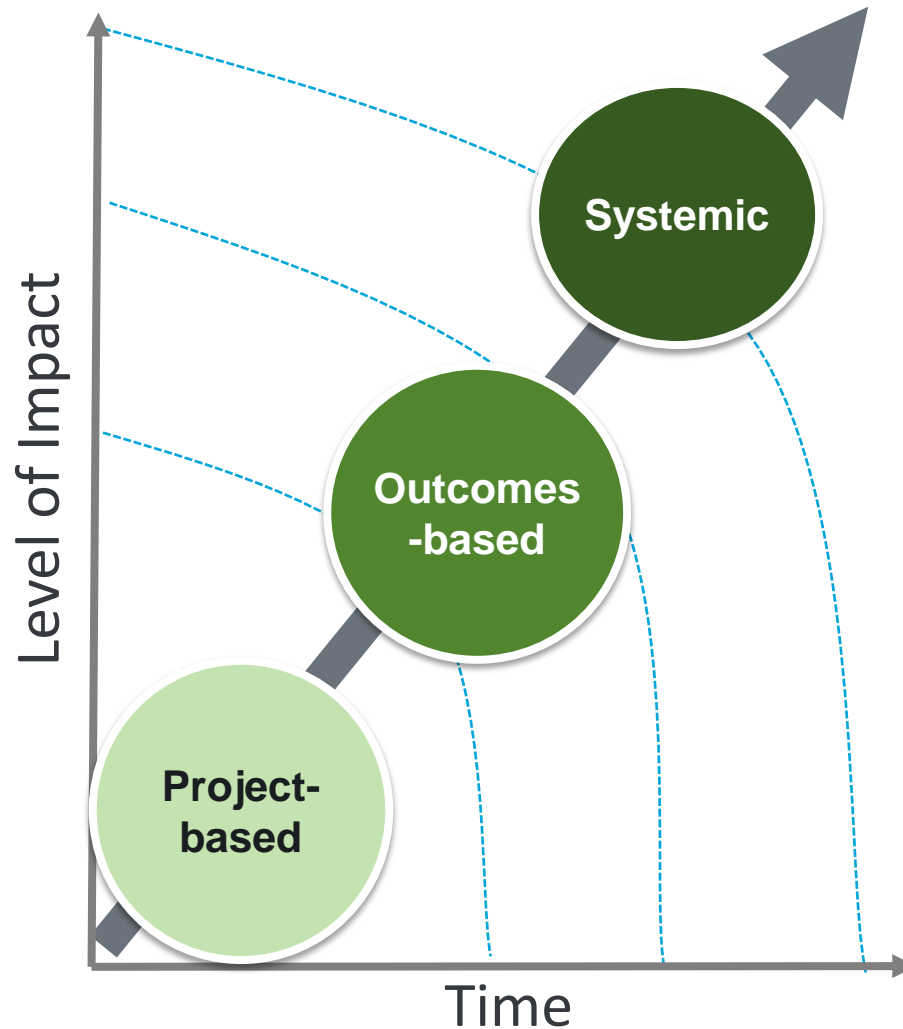
## Program Evaluation

- Focus on proving
- Control groups
- Longitudinal
- Capture what did happen

## High-Value Outcomes

- Focus on improving
- Timely data analysis
- Actionable reports
- Capture what *is* happening

# Varying Private Sector Roles and Value



# Sample Development and Business Metrics

## Project-based

## Outcomes-based

## Systemic

### Development Metrics

- Increase in # of attendees at event or training
- Increase in reach of services and products to at-risk communities
- Increase in skill attainment due to capacity-building training
- Change in healthy behavior, habits and attitudes
- Increase in local employment or employability
- Increase in producer sales due to purchasing by private sector

### Business Value Metrics

- Increase brand or company awareness
- Increase in corporate reputation
- Increase in product or service usage
- Increase in license to operate / expansion of business reach
- Cost savings due to more efficient business operations
- Increase in local market share and/or sales growth

# Takeaways

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1. Identify desired, high-value outcomes
2. Attach metrics to the outcomes, not the strategy
3. Use "smart proxies"
4. Develop next gen strategies beyond partnerships

# Nextgen Strategies: Social Innovation

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## Backdoor Market Entry

- Open new markets by removing social barriers



## Pipelining Talent

- Custom-educate your future workforce



## Sub-Market Products

- Create affordable products to address unmet market needs



## Emotive Customer Bonding

- Transform customers into brand advocates



## Reverse Lobbying

- Make government your business partner

Learn more at [www.missionmeasurement.com](http://www.missionmeasurement.com)



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**MISSION MEASUREMENT**

**(RE)VALUING PUBLIC-PRIVATE ALLIANCES:  
An Outcomes-Based Solution**

JASON SAUL

# SOCIAL INNOVATION, INC.

5 STRATEGIES FOR DRIVING  
BUSINESS GROWTH  
THROUGH SOCIAL CHANGE

