

# 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. This community offers you the opportunity to lever 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.

### STRUCTURE

#### Collect

- Each company will have a diagnostic one-on-one meeting with CECP and then follow-up to share pre-existing items from their company as well as review a pre-read document prepared and shared by CECP.

#### Compare

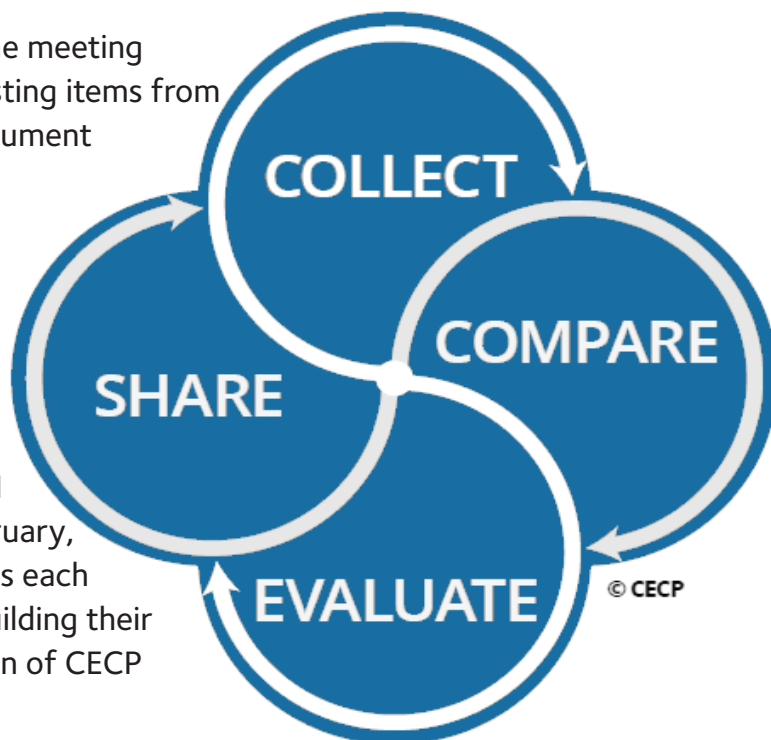
- Introduction exercise
- Guide to Social Scorecard introduction
- CECP Insights from pre-reads
- Shared goal-setting for community's outcomes

#### Evaluate

- Late fall through spring: Video-conferences of 1 to 2 hours will be held in October, January, February, and March for a total of four. These will progress each participant through building, refreshing, or rebuilding their company's "social scorecard" with a combination of CECP expertise, insights, and peer sharing.

#### Share

- May 2020: CECP Summit, NYC. A concluding exercise will report-out from each community member on their learnings and go-forward plans



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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

- Virtual kick-off: October
- In-person meeting: November
- Virtual: January
- Virtual: February
- Virtual: March

#### Expectations

- Diagnostic meeting (one-on-one)
- Details sent to CECP as follow-up to diagnostic meeting
- Share examples from your company throughout the year with other community members

**10 measurement advisement consulting hours included**

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### Contact

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

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