

MEASURE WHAT MATTERS

Businesses analyzing Social and Environmental Impact with the Same Rigor as Financial Impact

MEASURE WHAT MATTERS IS A PROGRAM FOR EXISTING BUSINESSES SEEKING TO MEASURE THEIR SOCIAL, ENVIRONMENTAL, EMPLOYEE AND GOVERNANCE POLICIES AND PRACTICES IN ORDER TO COMPARE THEIR BUSINESS AGAINST OTHERS IN THEIR INDUSTRIES AND REGION, AND TO MAKE PLANS FOR IMPROVEMENT--ALL FOR THE GOOD OF THE COMMUNITY.

WHAT PARTICIPANTS ARE SAYING:

"Measure What Matters has given us a clear path to assess, understand and quantify our business practices and business philosophy. It has provided a framework to investigate our own beliefs, recognize our opportunities for improvement and helped to structure an ongoing commitment to provide more meaningful and impactful results."

Peter Barber, Co-Owner,
TwoDudes Painting Company

"Measure What Matters gives me a marked path to reaching my sustainability and community impact goals. It gives me a way to create systems and quantify things so that I can see my level of success in all areas that are important to me. It's like the profit loss statement for people and planet. I understand how I need to get to financial goals and what levers to adjust to make my P&L work but I didn't have a good way to measure the other goals."

Crystal Weaver, Co-Owner,
Prince Street Cafe &
Passenger Coffee

For more information, please
call 717-393-6089 or email
info@assetsPA.org

WHO CAN PARTICIPATE?

Measure What Matters is designed for existing for-profit companies. It utilizes the B Impact Assessment developed by B Lab, the organization behind the B Corp Certification. B Corp is to business what Fair Trade or Organic certification is to food or LEED certification is to buildings.



WHAT WILL BE EXPECTED OF ME?

The assessment will walk you through a series of questions to measure how your company performs against dozens of best practices on employee, community and environmental impact. It will also allow you to compare how your company stacks up against thousands of other businesses. A 20-minute assessment gives you a quick snapshot, 90 minutes gives you the full impact report.

After completing a full-impact report, ASSETS can help create a plan to improve your company's practices and help your staff implement them strategically.

Companies can proceed to full B Corp certification if they score above 80 out of 200 possible points on the B Impact Assessment.

HOW DO I BEGIN?

Start with the quick assessment at <http://bimpactassessment.net/assets>. Both the short and long assessments are free, as is ASSETS' Improvement Plan, which serves as a management tool and road map for improving your performance as a company. Becoming a certified B Corp includes a fee based on annual revenue.

ASSETS: TRANSFORMING COMMUNITIES THROUGH BUSINESS

ASSETS creates economic opportunity and cultivates entrepreneurial leadership to alleviate poverty and build vibrant, sustainable communities.

