

MEASURE WHAT MATTERS

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

MEASURE WHAT MATTERS IS A PROGRAM THAT INSPIRES AND EQUIPS BUSINESSES TO MEASURE AND MANAGE THEIR IMPACT ON THEIR WORKERS, COMMUNITY, AND THE ENVIRONMENT.

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 our sustainability and community impact goals. It gives us a way to create systems and quantify things, so that we can see our level of success in all areas that are important to us. It’s like the profit-loss statement for people and planet. We understand how we need to get to financial goals and what levers to adjust to make our P&L work, but we didn’t have a good way to measure other goals.”

CRYSTAL WEAVER, Co-Owner,
Prince Street Cafe & Passenger Coffee

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

ASSETS has cultivated a growing community of **over 100 local businesses** that are measuring their impact using the **B Impact Assessment** – a free, confidential toll used by over 50,000 companies around the world and across diverse industries. Our team provides entrepreneurs and business leaders with technical assistance and other resources as they use this assessment to build better businesses.

THE PLATFORM

The B Impact Assessment was created by B Lab, a nonprofit organization that has started the global movement of Certified B Corporations. B Corps are companies that meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability. Through the Measure What Matters program, **fourteen** Lancaster businesses have become B Corps, and many more are actively pursuing certification.



This tool can help you develop what employees, investors, and customers are increasingly looking for in companies. Specifically, it will enable you to:

- Chart a sustainability strategy and establish relevant metrics
- Identify new opportunities and drive innovation
- Communicate your impact to stakeholders and create long-term value

THE PROCESS

1. **Learn more and create an account at:** measurewhatmatters.assetspa.org
2. **Take the Quick Impact Assessment (QIA):** 30-minute precursor to the full assessment that gives you a quick snapshot of your performance.
3. **Convert to B Impact Assessment:** your QIA responses will carry over into this full assessment as you spend an additional 60 minutes answering more questions to receive a final overall impact score and detailed report.
4. **Start making improvements.** Our team can develop an improvement plan for your company and help identify ways to increase your impact. We can also help you chart a path towards B Corp certification.
5. **Continue using the B Impact Assessment** to manage and track your impact.

ASSETS: TRANSFORMING COMMUNITIES THROUGH BUSINESS

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

