



AN INTERACTIVE SESSION GUIDE

# Measuring the 'S' in ESG

With Carmen Perez, founder and partner at Better Next

Top takeaways from “**What is the 'S' in ESG, and how do you measure it?**”

*Feel free to add your own notes.*

Effective measurement is localized and individualized.

You need to understand what outcomes your stakeholders care most about.

**Strong relationships are at the heart of social impact measurement.**

Impact measurement is all about balancing your desire for data with the burden reporting puts on your community partners.

Employees and customers need to be able to easily understand social impact reporting.

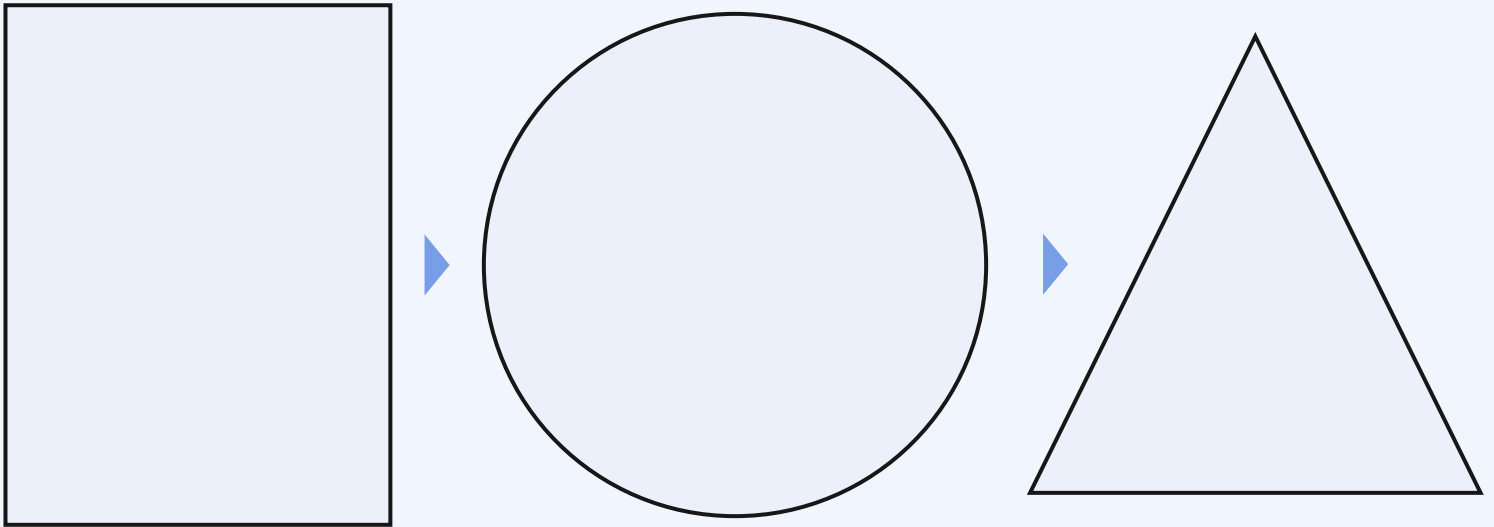
# Craft your measurement strategy

Connect your data to insights and action. You can use data that you've already collected or you can think about what you want to collect, what insights you hope to gain, and how you might adapt your program.

**Data You Collect**  
(What you know)

**Insights from the Data**  
(What it means)

**Changes to your programs  
or priorities**  
(How it affects your decisions)



Carmen recommends leveraging the existing resources that already capture your organization's impact such as employee surveys. What data does your company already gather that could be useful for social impact measurement? And what new data would you want to collect?

**Existing Data Sources**

**New Data Sources**

Identify the data that matters most to your stakeholders.

**Stakeholder**

**Data They Care About**