#### **The Measurement Challenge**

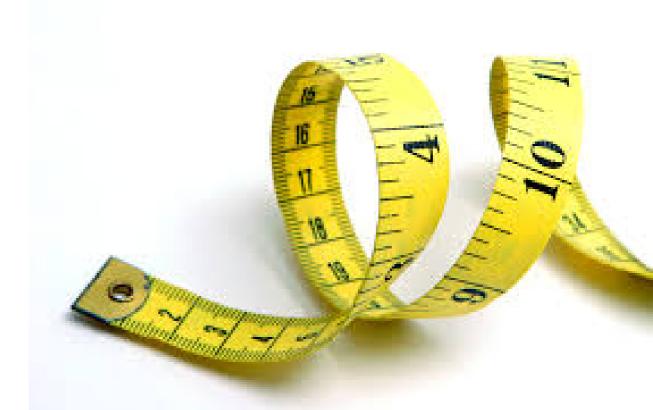
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Dr Guy Turnbull A Co-operative Consultant



## **Co-operative Value:**

#### Why Measure?



### Co-operative; Forces For Good

- Global Financial Crisis De-regulation & Incentivised Reckless Lending
- Absence Of Good Corporate Governance
- Huge Societal Pressures Around The Impact Of Technology On Ageing & Disabiility
- The Role Of Entrepreneurship & Leadership
- The Future Of Work
- The Challenge Of Complexity
- The Role Of The State/Modernisation Of Public Services

### Why Measure?

- Prove it
- Impact Investing
- Social Procurement
- Business As Usual

### Key Reflections;

- Align Impact Reporting With Business As Usual
- Align Social Purpose With Competitive Advantage
- Costs vs Benefits
- Automate Dashboard Reporting
- Use data for commercial advantage CASA Academy
- Always question 'Why do we need to do this'

### Alignment

#### **Impact Reporting**

- Jobs created
- Jobs created in deprived communities
- Hours delivered
- Qualifications secured
- Profit share

#### **Business As Usual**

- Hours delivered
- Pipeline
- Hours refused
- Carer Capacity
- % Late calls
- No. of Missed Called
- MIACs Logged
- Gross Margin
- Profit

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