

LBG+ *impact*

LBG's Social Impact Methodology (SIM) has been developed and refined by working with members and their community partners. The SIM is an established process to support corporate community partnerships to effectively map and assess their impact by unravelling the complexity of impact assessment. We now offer a formal add-on to basic membership – **LBG +Impact**.

Planning for a new partnership

The SIM enables companies to start with a review of their corporate strategy, to ensure a new or potential community partnership can support the company's overarching goals. The process aligns to the concept of creating shared value (CSV), by considering how the company can address a community or social need whilst also aligning with strategic business drivers. An important balance between business *and* community indicators is established.

“It was also REALLY helpful having time with LBG to get independent thinking into the measures”

Mapping and assessing existing partnerships

Many existing partnerships have a broad vision for what they are trying to achieve, but often lack clarity around the strategic intent. Without this clarity it is very difficult, to assess 'what changes' for the business and for the community as a result of the partnership. Specific and measurable objectives, data points and timelines have to be agreed. The LBG team facilitates a workshop to help clarify and agree objectives, map impact indicators, and agree on a theory of change.

How it works

Members consider how the partnership can support the company's strategic goals. Then sub-objectives are considered by business unit, function, stakeholder group and material issue. A similar process is also undertaken by community partners to link the partnership to their organisational goals. A partnership 'health check' is applied to existing partnerships

Mapping of intended impact of the partnership. LBG facilitates a workshop where partners can discuss the intended impact of the partnership and agree objectives, measures and data points.

Assessment of progress against the indicators and objectives set to enable partners to report the impact achieved and share their social impact story. The LBG team provides support following the workshop 3 -6 months after to check progress and assist with any queries.

LBG+Impact is ideally run with community partners who have participated in the LBG For Community Certification.

“We could not have done this on our own”

“LBG brings credibility and a simple way to help”

