



## MEASURING IMPACT

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Successful businesses in frontier markets have enormous power to drive social and economic development. Unfortunately, many businesses struggle with how to practically evaluate and demonstrate their impact – and how to use the process to generate data and insight that can improve performance across their organization.

### THE IGD FRAMEWORK

**igdIMPACT**, IGD's practical, business-oriented approach to impact measurement, encourages wider and more effective adoption of impact measurement. Designed with direct input from businesses, sector-specific frameworks help companies map potential (or realized) impacts to key business drivers and performance metrics. Sector-specific frameworks are currently available for the agribusiness, financial services, ICT, and power sectors, with more under development.

#### Why is the IGD Framework important?

- Our framework offers a new, practical method for measuring business and social performance based on a limited set of shared indicators.
- IGD's approach generates valuable operational information for internal planning and decision making, and better data for engagement with external stakeholders such as partners, governments, NGOs, and investors.

#### How is this different from other approaches?

- The IGD Framework integrates social and business performance into one flexible and adaptable set of indicators.
- Our approach encompasses the entirety of a business, so performance management for all employees can flow directly from the data.

Existing frameworks can be utilized by businesses to guide impact assessment at any level—from the micro impact of a single product or service to the macro impact of regional operations or public-private partnerships.

### ADVISORY SERVICES

IGD is available to provide advisory services by partnering with individual companies to develop a tailored impact measurement strategy which reflects the needs, priorities, and operating contexts of our clients. We deliver value to companies by articulating impacts that result from core business operations, while building in-house capacity for measurement and reporting and creating a platform for knowledge-sharing. Visa Inc. and ContourGlobal are just two examples of leading companies who have sought out IGD's impact measurement expertise. Contact [impact@igdleaders.org](mailto:impact@igdleaders.org) for more information.