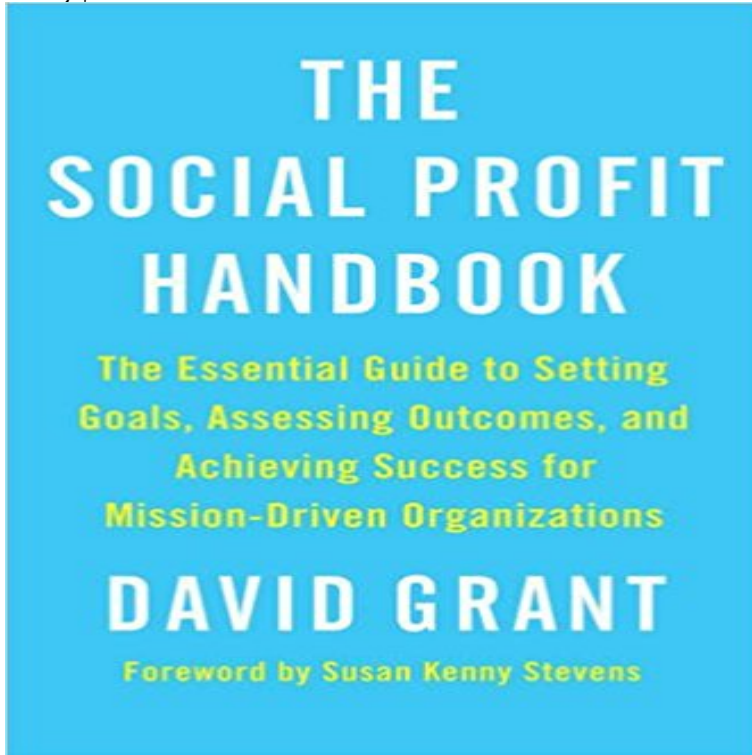


# The Social Profit Handbook: The Essential Guide to Setting Goals, Assessing Outcomes, and Achieving Success for Mission-Driven Organizations



How to Articulate and Assess What Success Looks Like The Social Profit Handbook offers those who lead, govern, and support mission-driven organizations and businesses new ways to assess their impact in order to improve future work rather than merely judge past performance. For-profit institutions measure their success primarily by monetary gains. But nonprofit institutions are different; they aim for social profit. How do you measure the success of these social profit institutions, where missions are focused on the well-being of people, place, and planet? Drawing upon decades of leadership in schools and the foundation and nonprofit worlds, author David Grant offers strategies from creating mission time to planning backwards to constructing qualitative assessment rubrics that help organizations take assessment back into their own hands, and improve their work as a result. His insights, illustrated by numerous case studies, make this book a unique organizational development tool for a wide range of nonprofit organizations, as well as emerging mission-based social venture businesses, such as low-profit corporations and B Corps. The Social Profit Handbook presents assessment and evaluation not as ends in themselves but as the path toward achieving what matters most in the social sector. The result: more benefits to society and stronger, more unified, more effective organizations prepared to make

the world a better place.

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