

How HIP is your company?

Answer these ten questions using multiple choice to estimate your company's HIP score. Once complete, turn the page to total you score.

HIP Practices

1. HIP Vision: How specific is your company's vision and timeline to realize both Human Impact and Profit?

- (A) No impact goals, no timeline for impact; only financial results matter for success
- (B) Some small impact goals, no timeline for impact; primarily financial targets for success
- (C) Several specific impact goals, a few impact deadlines; HIP used for branding and marketing
- (D) Comprehensive impact goals, specific impact timelines; HIP integrated into company vision
- (E) Integrated impact+profit goals, multiple checkpoints; HIP is source of innovation for customers and shareholders

2. HIP Metrics: How does your company track Human Impact?

- (A) No current tracking of human, social or environmental impacts
- (B) Some input-type measures
- (C) Track mainly process-type indicators
- (D) Quantify all outcomes and results of impact
- (E) Understand correlation (and causation) of human impact and how it drives profit

3. HIP Financials: How much revenue (or profit) is related to Human Impact?

- (A) No revenue or profit attributable
- (B) Anecdotally, some is attributable
- (C) Quantitatively, a quarter (25%) or more is linked
- (D) More than half (50%) of the company's revenue driven by impact
- (E) Nearly all the financial performance results (90% and up) from human impact driving profit

4. HIP Accountability: At what level does your company require accountability for Human Impact and Profit?

- (A) Not required at any level of your company
- (B) Staff leadership of pilot projects
- (C) Managers of projects and initiatives testing impact+profit link
- (D) Executive reporting to the CEO for integrated impact+profit
- (E) Board and CEO mandate for human impact+profit

5. HIP Decision Making: How are new products or projects approved?

- (A) No positive human impact required for any initiative
- (B) Nice to have impact but not required for approval
- (C) Required to assess risks of negative human impact
- (D) Required to show how impact drive profit
- (E) Only highest human impact products are approved

HIP Revenues

6. HIP Health: What share of your products and initiatives improve the health, extend the life, or benefit the quality of life of customers, employees or suppliers?

- (A) A small fraction or less
- (B) Around a quarter (25%)
- (C) About half (50%)
- (D) Most (about 75%)
- (E) Nearly all (90% and up)

7. HIP Wealth: What share of your products and initiatives increase the income or assets (or reduce the debt or taxes) of your customers, employees or suppliers?

- (A) A small fraction or less
- (B) Around a quarter (25%)
- (C) About half (50%)
- (D) Most (about 75%)
- (E) Nearly all (90% and up)

8. HIP Earth: What share of your company's products and services are carbon-neutral; and are designed to have no environmental impact?

- (A) A small fraction or less
- (B) Around a quarter (25%)
- (C) About half (50%)
- (D) Most (about 75%)
- (E) Nearly all (90% and up)

9. HIP Equality: How representative is your company's customer, employee and supplier bases relative to the populations you do business in?

- (A) Not representative at all; unbalanced at all levels
- (B) Only partially representative, and typically in lower levels of organization
- (C) Representative in front-line and managers, but less so at Board or executive ranks
- (D) Mostly representative - within reach of being balanced at Board, execs and managers
- (E) Exactly representative at all levels - balanced on gender, ethnicities and income class.

10. HIP Satisfaction: Add up your Customer and Employee satisfaction scores (max = 200%; if not measured, then answer A)

- (A) What's a customer/employee survey?
- (B) From 40% to 79% combined
- (C) From 80 to 119% combined
- (D) From 120 to 159% combined
- (E) Over 160% (averaging 80% or higher for both)

A = 1

B = 2

C = 3

D = 4

E = 5

Question 1 – 5: HIP Practices

Add up your HIP Practices score using the scoring system on the left.

Write your total here:

X

Question 5 – 10: HIP Revenues

Add up your HIP Revenues score using the scoring system on the left.

Write your total here:

Above total $\times 4$:

Y

A = 1

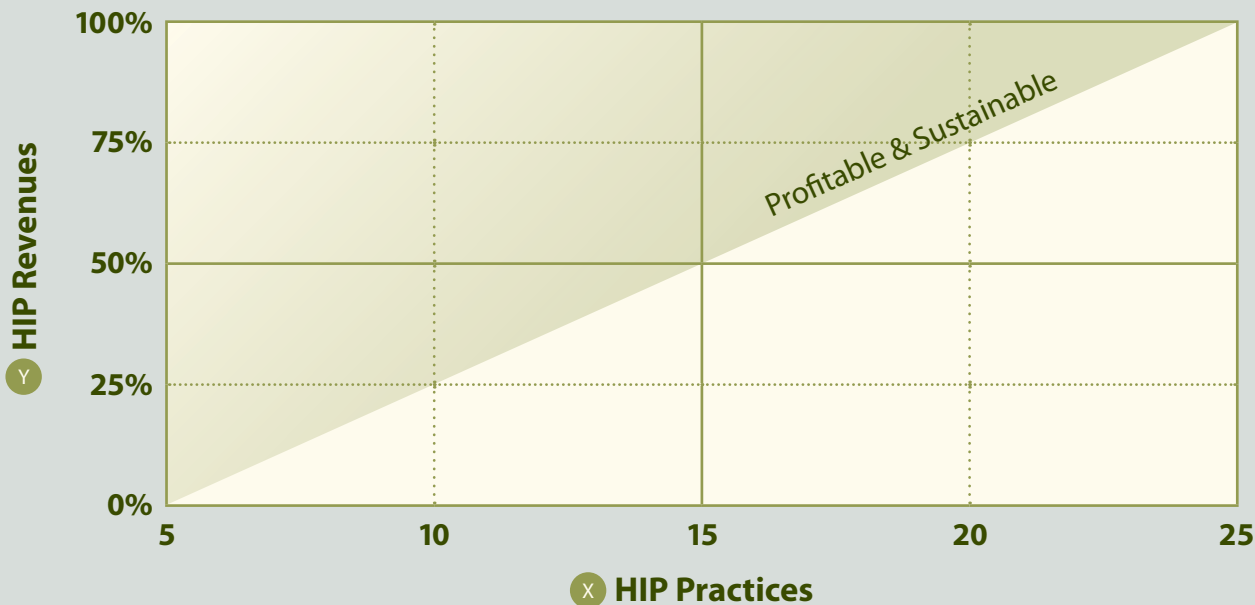
B = 2

C = 3

D = 4

E = 5

Using the above totals, plot your company on the HIP framework chart below. Use your **HIP Practices** total for the horizontal or x-coordinate and your **HIP Revenues** total for the vertical or y-coordinate.



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