



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

David Grant

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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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