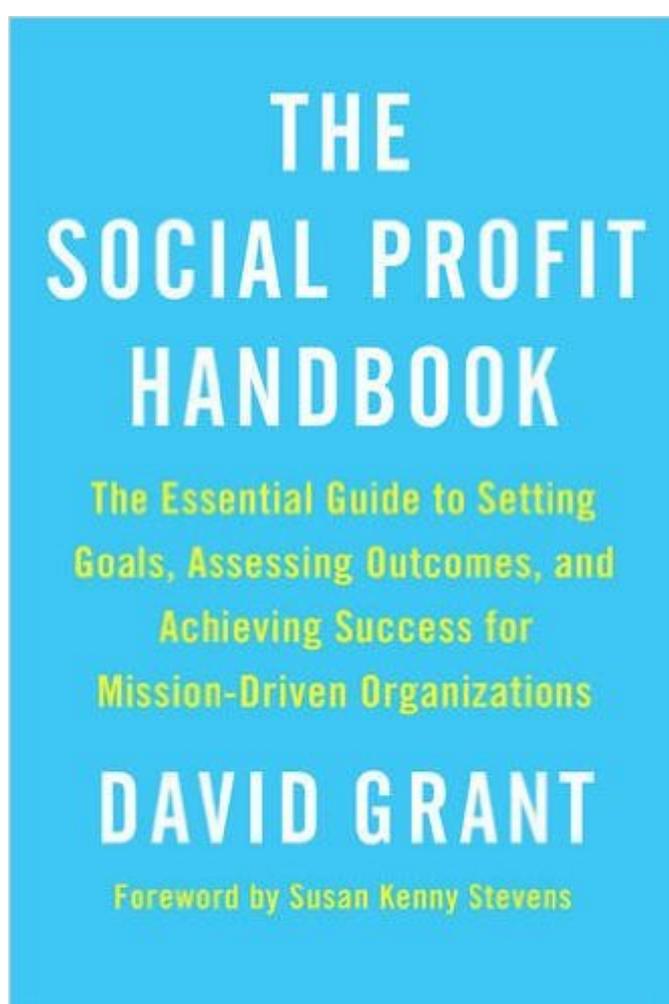


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# The Social Profit Handbook: The Essential Guide To Setting Goals, Assessing Outcomes, And Achieving Success For Mission-Driven Organizations



## Synopsis

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.

## Book Information

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## Customer Reviews

This book offer practical tools for real organizations to develop and implement meaningful action

and assess those actions in ways that support continuous improvement as well as external accountability. The sample rubrics provide vivid examples of both what good rubrics look like and how to develop them. Grant brings decades of direct experience along with a clear, accessible voice that invites the reader to engage in a thoughtful, humane, and no-nonsense process. As the director of a Social Profit, I am certain that the insights in this volume will help guide our organization toward deeper understanding of its potential and more effective means of realizing that potential.

In his book Grant provides proven, actionable strategies that help low-profit and non-profit organizations take charge of their operations in order to improve their future. The goal of the book is to teach you how to create assessment rubrics, develop a solid social business plan, properly measure your success, and effectively set attainable goals. This book is best read all the way through from front to back and then as a resource once you've made it through. For your convenience, I had David Grant on my podcast, The Entrepreneurs Library, to give a deep dive on The Social Profit Handbook. With David's experience he gives amazing insight on how to take any mission-driven organization about and beyond. If you would like to get a more in-depth look from the author himself check out episode 195 at [theELpodcast.com/books](http://theELpodcast.com/books) or you can find the show on iTunes.

If you are involved in any non-profit organization (as a Board member or Director), I would heartily recommend this book. It's based on Grant Wiggins's UbD (Understanding by Design) work that is very popular in schools. Very readable, too.

The use of qualitative analysis is looked upon in the scientific world as soft science and thus bottom tier. However, as Grant points out, not only does it have a usefulness it can and will make a profound difference in your organization and development. In the social sector, this analysis allows everyone's at all levels to have a clear view of what they are working towards and how to work well towards common goals. Additionally, this book is not limited to the social profit sector, as rubrics and self evaluation are key spends to any organisation in any sector to grow and expand richly.

As a board member of a national family foundation, I spend a lot of time having conversations with really smart people in the philanthropic space, to learn and help me be as effective as I can be in my board role, and in my newer role as a strategic consultant. I am listening and learning from all sides from peer funders, non-profit leaders, community members, other family foundation trustees,

staff of organizations like Grantmakers for Effective Organizations, the Center for Effective Philanthropy and many more. One common theme is assessment of the work. David Grant's book has sharpened my thinking about WHEN to assess, HOW OFTEN to assess, and WHAT it is you are really measuring. He believes in a collaborative process between funders and grantees around designing rubrics to measure the work, and offers a more realistic, respectful, and robust model that is not about non-profit accountability to funders, but about true efforts towards social change. I am grateful to him for sharing his wisdom in this enjoyable book and for empowering more of us to think differently for the right reasons. Fellow funders, this book is a must read!

In this slim, easy-to-read volume, Grant offers a practical guidebook for nonprofit (social profit) professionals at all levels -- from program providers to managers to CEOs to board members. Grant recommends using rubrics (which many in the social profit sector are familiar with from the field of education) as a practical strategy for identifying "what good looks like" and assessing progress towards that. If you're looking to improve the way your organization thinks about achieving mission-driven success, this is money well spent. Grant's wealth of experience is clear. From the foot-long library to assessment rubrics, the book is packed with actionable, "real-world" strategies that professionals at all levels can start using in their organizations. I found it easy to read the entire book cover to cover in a couple of evenings, and we've already started implementing the ideas in my organization. This isn't just another fad -- This advice is the real deal. Highly recommend.

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