

# MEASURE WHAT MATTERS

USE BUSINESS AS A  
FORCE FOR GOOD



'We manage only what we measure.' This is one of the most basic truths in business.

Therefore we ought to **Measure What Matters**: the ability of our businesses to not only generate returns, but also to create value for its customers, employees, community, and the environment.

Measure What Matters is a **Lowcountry Local First** campaign aimed at providing resources to help businesses improve their social and environmental impact.

Take the **Quick Impact Assessment**: an easy way to gauge how your company benefits the local economy.

WHY TAKE THE  
QUICK IMPACT ASSESSMENT?

**TO BUILD A  
BETTER BUSINESS**



**ATTRACT  
TALENT**



**EARN  
PRESS**



**GAIN A COMPETITIVE  
ADVANTAGE**

**STEP  
1**

**GET A  
BASELINE**

Assess how your company performs against dozens of best practices on employee, community, and environmental impact in 30-90 minutes!

**STEP  
2**

**COMPARE YOUR  
IMPACT**

See how your company stacks up against thousands of other businesses through the Quick Impact Snapshot.

**STEP  
3**

**IMPROVE YOUR  
IMPACT**

Create a plan to improve your company's practices, and help your staff implement them easily with our Best Practice Guides and Examples.

**GET STARTED**

Go to [bimpactassessment.net/lowcountrylocalfirst](http://bimpactassessment.net/lowcountrylocalfirst)  
Contact: Lauren Gellatly / [lauren@lowcountrylocalfirst.org](mailto:lauren@lowcountrylocalfirst.org) / 843 740 5444

**LOWCOUNTRY  
LOCAL FIRST**

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