Advanced Advisory Services

ROOTED IN DATA. BUILT FOR IMPACT. TRUSTED BY THE WORLD'S LEADING ENTERPRISES.

Turn corporate purpose from a moving target into a measurable driver of business performance and long-term social impact.

> **"We knew we wanted to strengthen our impact measurement, but we needed to understand what 'good' looks like among our peers before we could make the case internally."**
>
> With the benchmarking file and summary evaluation CECP delivered, we now have the clarity to know what to measure, how our peers are doing it, and how to use that data to drive real decision making across our community investment efforts.
>
> **Scott Baier**
> Director of Philanthropy, Edward Jones



Data into deeper impact

> **"We came to CECP knowing we wanted a more strategic approach to our philanthropy, but we didn't yet have the framework to get there."**
>
> CECP brought both the data and the discipline — starting with benchmarking so we could see exactly where we stood, then working alongside our team to build a real theory of change and ROI framework, not just a set of recommendations.
>
> **Scott Gillenwater**
> Director, Philanthropy and Community Engagement, NRG



Stronger strategy. Greater impact.

WHY CECP ADVISORY?

Beyond the resources and peer network available through CECP engagement, companies can invest in customized, fee-based consulting and advisory services for more intensive strategic support. CECP brings together proprietary frameworks, benchmarking intelligence, and practitioner expertise to help companies solve specific challenges, strengthen strategy and execution, and demonstrate greater value and impact.

STRATEGY & PORTFOLIO DESIGN

Decision-Making & Portfolio Strategy

What We Deliver

- A proprietary framework for evaluating grants and partnerships
- A scoring rubric customized to your company's priorities
- Clear recommendations on where to prioritize funding

Value We Provide

- More consistent, confident funding decisions
- Investments aligned to both business and social impact goals
- A repeatable process for evaluating current and future partners

Theory of Change & Strategy Design

What We Deliver

- Customized Theory of Change: A strategic impact framework with defined outcome and impact pathways

Value We Provide

- Connects investments directly to intended outcomes
- Aligns strategy, measurement, and communications
- Clarifies priorities for internal and external stakeholders
- Anchors long-term decision-making and resource allocation

MEASUREMENT & BUSINESS ROI

Measurement & Impact Management

What We Deliver

- A customized KPI framework and scorecards
- A measurement strategy and operating model
- Data collection and reporting guidance
- Impact dashboard recommendations
- Measurement governance and accountability processes

Value We Provide

- Transforms measurement from reporting activity to management tool
- Improves visibility into performance and outcomes in real time
- Strengthens the ability to course-correct and act on results
- Builds organizational capacity for long-term impact measurement

Enterprise Value & Return on Social Investment Assessment

What We Deliver

- A customized enterprise value framework
- A social investment value assessment
- An ROI methodology and calculation model
- Executive-ready reporting and insights
- Strategic recommendations for maximizing value creation

Value We Provide

- Quantifies, in financial terms, the business value generated through social investments
- Helps leaders articulate return on investment (ROI) to executives and boards
- Demonstrates contribution to reputation, talent, stakeholder trust, and business objectives

NARRATIVE & STAKEHOLDER INSIGHTS

Communications & Narrative Advisory

What We Deliver

- A communications assessment and audit of existing materials
- A stakeholder-specific messaging framework
- An internal messaging toolkit
- An external communications toolkit
- Executive talking points and narrative guidance

Value We Provide

- Strengthens clarity and consistency across enterprise communications
- Improves engagement with employees, leadership, nonprofits, investors, and external stakeholders
- Elevates the credibility and visibility of social impact efforts

Stakeholder & Benchmarking Insights

What We Deliver

- Executive stakeholder interviews
- Internal and external perception assessments
- Expanded benchmarking interviews with peers
- Best practice analysis
- Strategic findings and action recommendations

Value We Provide

- Brings an external perspective to strategy development
- Identifies opportunities, gaps, and emerging trends
- Surfaces best practices from leading companies
- Accelerates learning through structured benchmarking

CECP

Ready to stress-test your impact strategy? Schedule a 15-minute executive briefing at engage@cecp.org