

## 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 your score.

### HIP Practices

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

- (A) We have financial goals but what is Human Impact?
- (B) Our financial targets are primary, but we are starting to examine the social benefits of our business
- (C) Shareholder value may be enhanced by HIP product features (e.g. lower energy), which we are testing this year
- (D) We have comprehensive goals, measures and timelines for our Human Impact + Profit results over the last year AND clear future plans (e.g. carbon neutral by 2015)
- (E) Human Impact + Profit are synonymous with our company vision – we are HIP! Our timelines are clear and we can demonstrate how our success advances health, increases wealth, optimizes the earth and fosters equality – while delivering high investor returns

#### 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 drives 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 are 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 Practices score using the scoring system on the right.

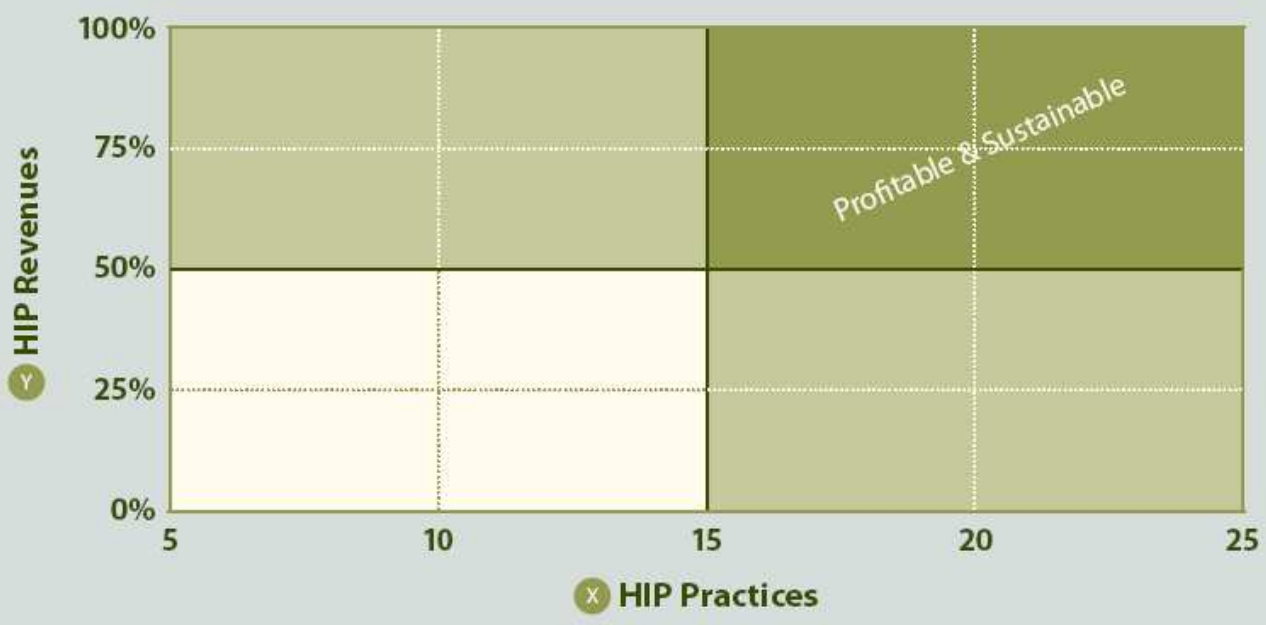
Write your total here:

Above total x4:

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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 Human Impact + Profit

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