

Fresh perspective on your business

You think your business looks like this ...

when the reality is it's more like this:



There is value at looking at your business in a different way, expanding on financials to get a wider perspective on your total impact. CEOs in our survey thought it could ...

Help you run your business better



Improve the way people think about you



If there is so much to be had from stepping back and adopting a wider perspective, why isn't everyone doing it? We asked CEOs ...

So what's stopping business doing this?



How do you start looking at the total impact?

We've worked with business and their stakeholders to build TIMM (Total Impact Measurement and Management). We think its unique and flexible approach can help business in the strategic decisions they're making at many levels, including

<p>Project</p> <p>Use TIMM to recommend options, see the big picture of your decisions, and its impact on different stakeholder groups</p>	<p>Company</p> <p>A complete holistic review, up and down the value chain</p>	<p>Operation</p> <p>Get a clear view of your total impact across any aspect of your business to understand your contribution</p>	<p>Product</p> <p>Compare TIMM results between products</p>
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And there are still benefits to your bottom line

With the numbers available to step back and take a holistic view, decisions can be made in a fresh light with a better understanding of how they'll be received by stakeholder groups and exposing new opportunities and efficiencies along the way. CEOs in our survey thought:



Sources: PwC Global CEO Pulse Survey – Total Impact Measurement and Management, June 2013 (187 respondents)

“Why is TIMM different?”

- Total** A **holistic** view of social, environmental, fiscal and economic dimensions – the big picture
- Impact** Look beyond inputs/outputs to **outcomes** and impacts – understand your footprint
- Measurement** Quantify and monetise the impacts – value in a language business understands
- Management** Evaluate options and **optimise** trade-offs – make better decisions

Want to understand your total impact?

Find out more about Total Impact Measurement & Management from PwC at www.pwc.com/totalimpact

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