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?

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 ...

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:

“Why is TIMM different?”

Total

A holistic view of social, environmental, fiscal and economic dimensions – the big picture

Impact

Look beyond inputs/output 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

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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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