



New Hampshire Ball Bearings, Inc.

*A Minebea Company*



# Measuring CSR Success



Herb Parkhurst, P.E., C.E.M.

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# Measuring Success

- **What is success?**
  - **What does success look like?**
- **What does CSR mean to you?**
- **What does CSR mean to your company?**
  - **Know the message prior to determining the metrics.**

# The Art of Measurement

- **What are you trying to accomplish by measuring?**
  - **Do you need to manipulate decisions based on the data?**
- **Who are you reporting to and what is important to them?**
  - **Know your audience**

# Success Metrics

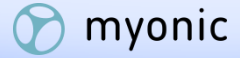
1. Do you know in your heart that you did “Good” today?
  - The single most important metric is your own sense of worth.
2. Do other people inform you that you did “Good”?
  - Word of mouth, awards, recognition, etc.
3. Have you reduced/improved the organization’s impact on People?
  - Injuries, training, employer of choice, etc.
4. Have you reduced the organization’s impact on the environment (Place)?
  - Waste, energy, resources, etc.
5. Have you improved the organization’s Profit?
  - Cost savings, risk reduction, innovative solutions, etc.

# Important Metrics

- **People**
  - Injury count, cost, severity and trends.
  - Training volume, assessment results
- **Place**
  - Waste reduction, re-use, and recycling.
    - Normalized and raw.
  - Energy use is the most significant impact on the environment and should be aggressively attacked.
    - Raw data trends, don't make exceptions for normalized growth.
- **Profit**
  - Cost savings, process improvements.



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# Thank You

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