

Introduction to Social Performance



Laura Foose, October 2010

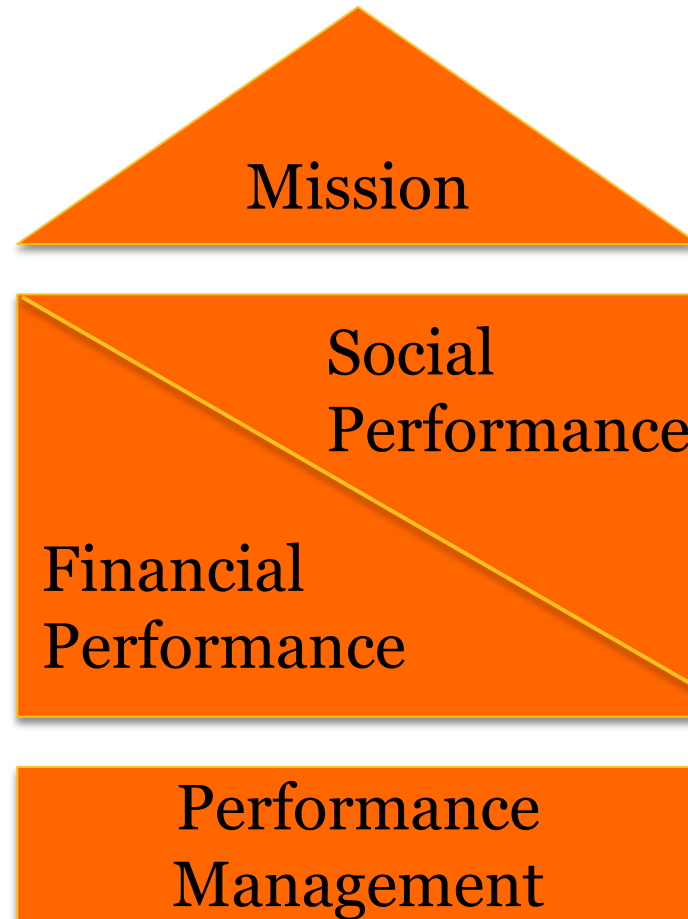
Definition of 'Social Performance'

The effective **translation** of an institution's mission into practice in line with accepted social goals

Commonly Accepted Social Goals

- Serving increasing numbers of poorer and more excluded people sustainably
- Increasing clients' social capital, assets, income, and access to services
- Reducing clients' vulnerability
- Improving the quality & appropriateness of financial services through assessment of clients' needs
- Improving social responsibility of the MFI toward clients, employees, and communities

Achieve Your Mission Through Performance Management



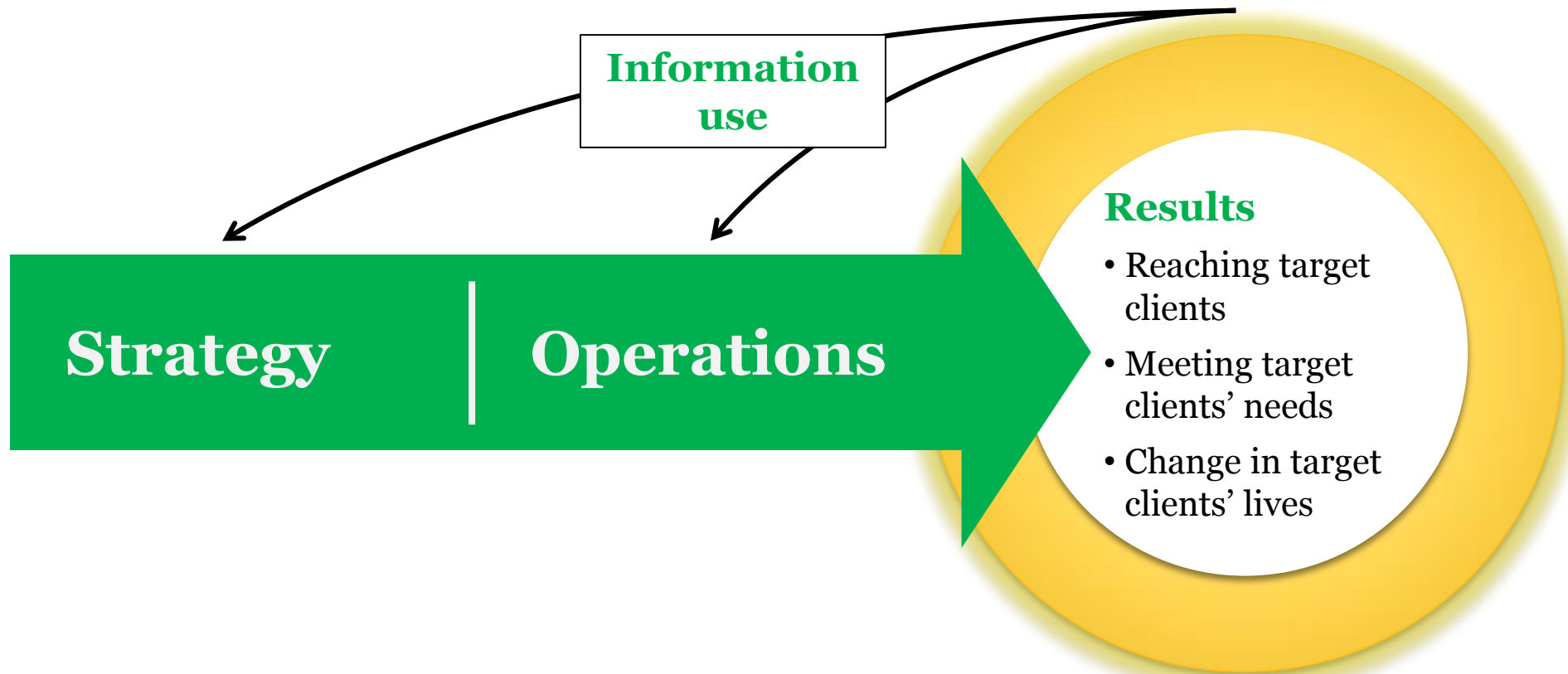
Managing for Social Results

Define desired performance

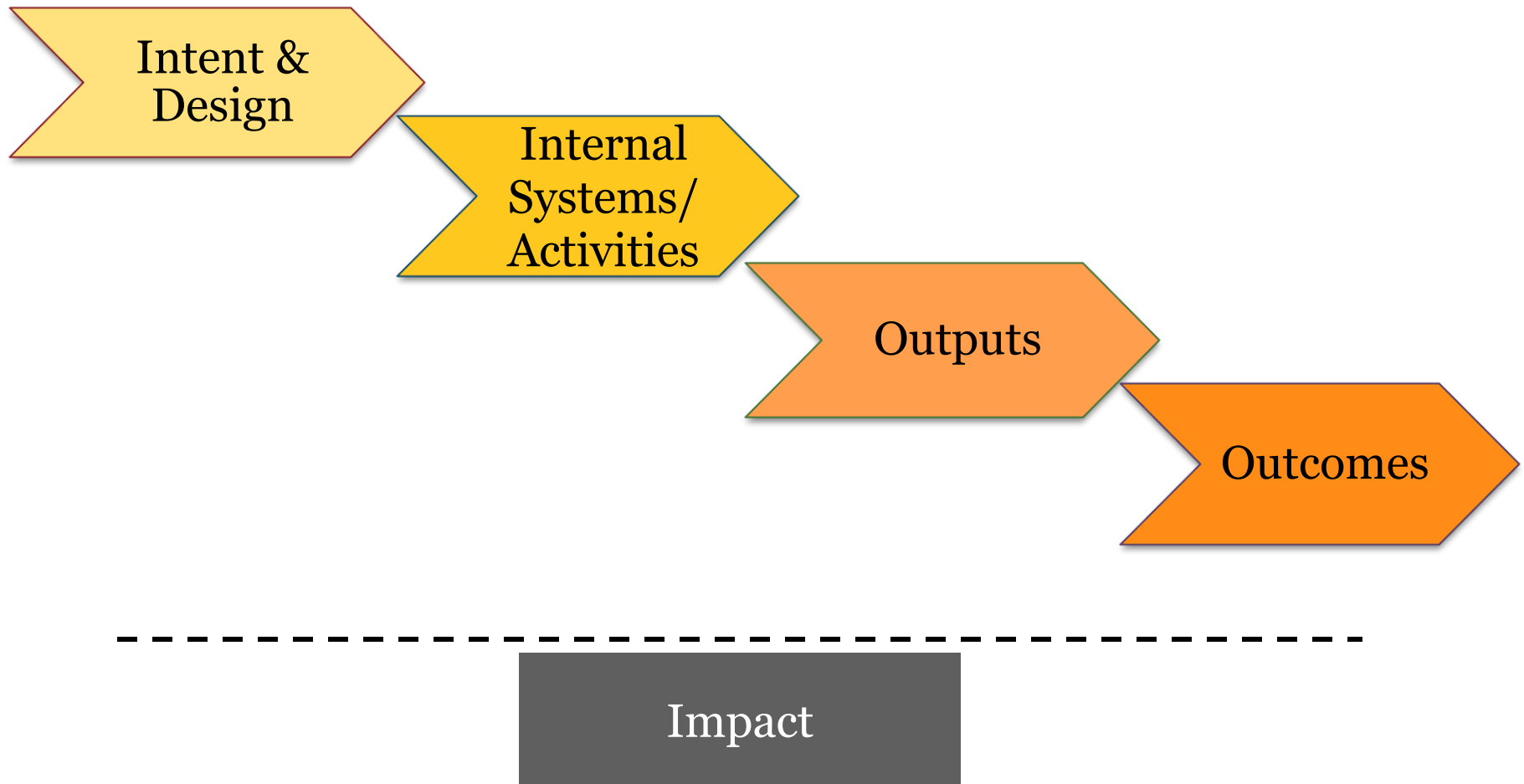
Measure progress toward desired performance

Use performance results to improve products & services

Social Performance Pathway



Dimensions of Social Performance

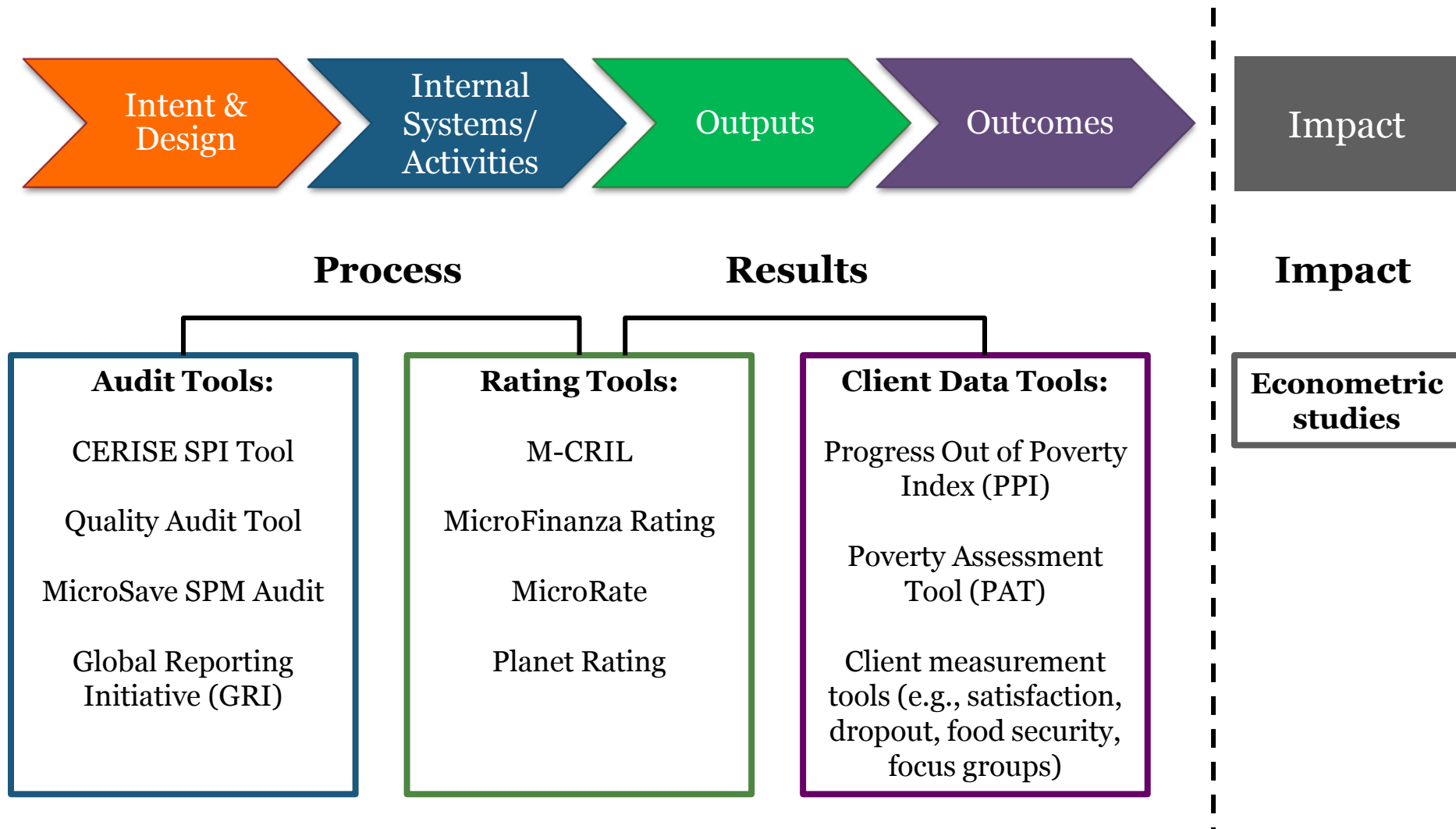


How to Get Started

- Join the Social Performance Task Force: www.sptf.info
- Assess and demonstrate your current performance by completing the SPTF/MIX Market [Social Performance Standards Report](#)
- Review the [Companion Guide](#) to the Report
- Find out more: www.sptf.info

Question and Answer

Assessing Social Performance



Social Performance Standards Reporting

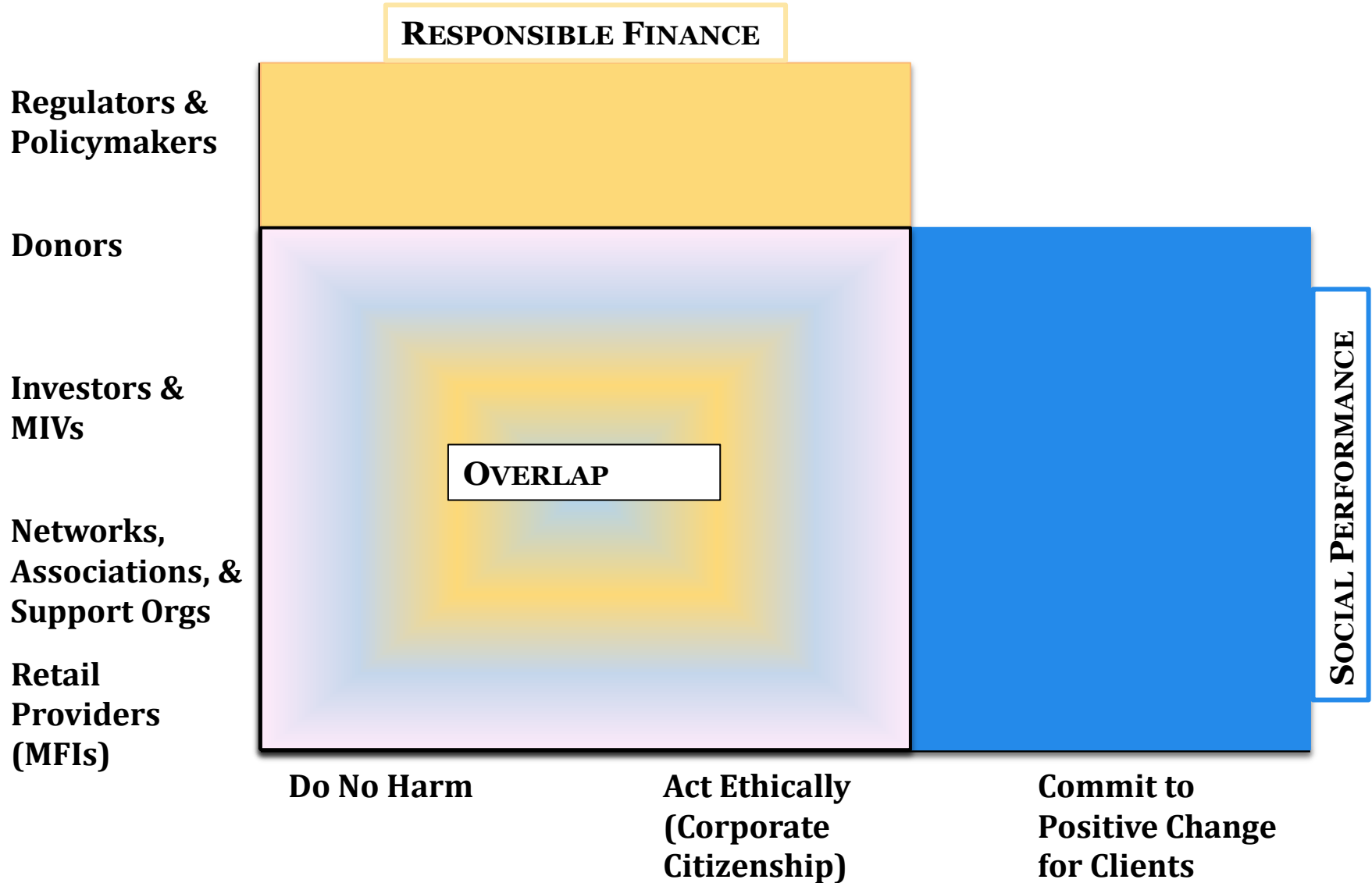
Process Indicators

- Mission & social goals
- Governance for social performance
- Range and products & services
- Staff training on social performance
- Staff incentives for social performance
- Assessing client poverty, retention, and satisfaction
- Market research
- Social responsibility policies and practices toward:
 - Staff, Clients, Community, Environment
- Transparency in pricing

Results Indicators

- Geographic outreach
- Gender outreach
- Poverty outreach & change in poverty status
- Employment generated
- Clients' children in school

Responsible Finance vs. Social Performance



Dimensions of Social Performance

