



# B-BBEE FREE 2026 SERIES - SESSION 10: MEASURING WHAT MATTERS

*Transformation is most powerful when its impact is visible and measurable. This session will focus on how businesses can track, evaluate, and communicate the real difference their initiatives are making. We'll explore tools for measuring both quantitative outcomes (like employment numbers) and qualitative impact (like community upliftment). By measuring what matters, companies can move beyond compliance reporting to storytelling that inspires stakeholders and celebrates transformation.*

*Measuring what matters also ensures accountability and continuous improvement. This session will highlight how businesses can integrate impact measurement into their strategic planning, using data-driven insights to refine initiatives and maximize outcomes. By linking transformation metrics to broader business goals, companies can demonstrate not only compliance but also tangible contributions to economic growth and social equity. In doing so, measurement becomes a powerful tool for proving value, strengthening stakeholder trust, and driving transformation that is both credible and enduring.*



Future **Thinking** Now