

Social and Environmental Objectives

Contribution Commitment

We [pledge 1%](#) of each

- Profit
- Time
- Product
- Equity

In addition to this pledge, HFW commits 1% of revenue to People & Planet. It is a way that we can make sure our work is directly positively impacting the world that we all live in.

Social Impact

Our social objective is our guiding light. You can see more about it [here](#).

In short, our social objective is about lifting up millions of people to bring deeply more meaningful work. When we think about how we do that, there are a number of different stakeholders that matter that we want to impact. These are listed below in order of the impact we can have. How we show up with each other will have a far greater impact even compared to how we show up with our customers and the impact we have on them. Being the change we want to see in the world is critical to what we think and what we believe.

1. Our employees
2. Our customers
3. Our partners
4. The ecosystems that we work within
5. The government

Towards those ends, we try and measure the impact that we have at these different levels. Here are the various different measures that we aim to make and why they matter.

1. Our employees
 - a. Employee Net Promoter Score (eNPS). Employee satisfaction is the simplest yet most effective measure of how well our current team feels

- we are making HFW a great place to work. We may get more sophisticated in this over time, for instance by using the concepts in [Primed to Perform](#). In the meantime, we will track this via [this survey](#).
- b. Workforce Development (WFD). One excellent way we have of tracking the skills that our team accomplishes is by looking at our [Workforce Development Program](#).
 - c. Employee Retention Rate. The retention rate captures how good of a fit we are for anyone coming in the door. We believe that everyone should be developing transferable skills and meta-skills that will be both marketable and useful. We want to build people's competencies so that everyone's choice to stay working at Human First Works is because they feel appreciated and supported here and that this is the best place for them and not because of a lack of other choices. And still, this measure is a useful one to track over time.
 - d. For other areas around employee impact see [Feedback & Performance Improvement Process](#)
 - e. See also [Chronically or structurally underemployed & underrepresented populations](#) and the [HFW Workforce Development Program](#)
2. Our customers
 - a. We want to work with customers that are making an impact on the world. We discuss [categories and our measure of that impact here](#)
 - b. In addition to our customers that are making an impact, we want to measure the impact that we are having on our clients. So in addition to the feedback that we gather from our customers, much of which is [outlined here](#), we will be starting to gather our internal assessment of the impact with customers in 2023. For each customer, this will include
 - i. Is our work with the client directly in line with our Vision? (Yes, No, Somewhat, or Partially)
 - ii. Were we successful in imparting our vision to the client or furthering their progress toward the vision? (Yes, No, Somewhat, or Partially)
 - iii. Did our work have the impact we were hoping for? (Yes, No, Somewhat, or Partially)
 - iv. How many teams did we impact positively? How many people are on those teams?
 - c. We hope to refine these measures over time
 3. Our partners
 - a. We hope to create resources that can be used beyond just HFW. Towards that end, we track how many aligned partners have we deeply impacted and in what way. This will be an anecdotal list until we can find a more measurable approach.

4. The ecosystems that we work within
 - a. Similarly to impacting our partners, we want to impact the ecosystems that we work in. Many of the channels for ecosystem impact, such as Teal Around the World have the chance to impact thousands of people at once.
5. The government
 - a. It is a long-term aspiration to impact the legislation in a positive way. What and how that will look like is beyond our understanding currently. But if and when we do have that opportunity, we will add that information here.

Environmental Impact

As a remote team that works largely digitally, our environmental impact is meaningfully less than in many other industries. Yet our focus is still to be a positive member and good environmental steward.

You can see all the ways we think about this in the [Employee Environmental Responsibilities](#).

Review Process

All of the above are reviewed at the board level and made available to the company. Where appropriate, this should be made publicly available. See also [Board of Directors](#).