

Valutus: Catalyzing Value. And Values.

Value Measurement

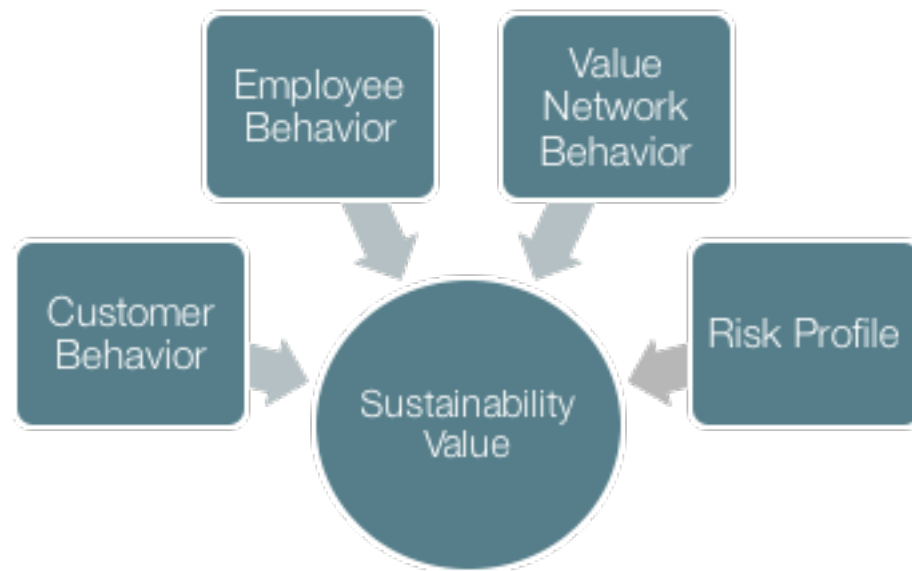
A key part of being a catalyst is having the right metrics—and one of the most powerful is the financial value created by sustainability, which can catalyze action both internally and externally (as others see the value and strive to capture some for themselves).

We help leaders quantify the value of sustainability’s effects—including its “submerged” effects—on

- Customer behavior
- Employee behavior
- Value network behavior
- Risk profile

When all these effects are combined, the total value is typically 10x what people believed initially.

Finally seeing the full value “changes the conversation” as one client (a CFO) put it.



Recruitment	Current	Future	Difference	
Hires Per Year	950	855	95	
New Hire Premium	7,600,000	6,840,000	760,000	
Attrition Rate - US	7.0%	6.3%	0.7%	
Attrition Rate - Non-US	7.0%	6.3%	0.7%	
New Hire Training Costs	14,250,000	12,825,000	1,425,000	
Vacancy Cost	23,750,000	21,375,000	2,375,000	Subtotal
New Employee Lower Productivity Cost	5,937,500	5,343,750	593,750	5,153,750
Submerged Costs	Current	Future	Difference	
Employee Engagement	50.0%	53.5%	3.5%	
Productivity (Operating Margin / Employee)	47,368	47,916	547	Subtotal
Productivity (Total Operating Margin)	450,000,000	455,197,500	5,197,500	5,197,500

Daniel is a very creative thinker which combined with his deep understanding of sustainability enables him to address complex questions at the center of social / environmental impact and financial value creation.

- Russell McLemore, Director, Innovation Strategic Planning & Portfolio, Nike