

Valutus: The Value of Values.

Value Measurement

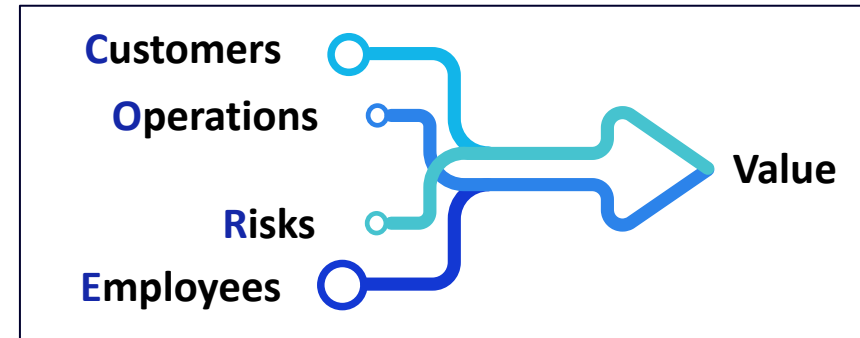
Having the right metrics is essential. This includes measuring the financial value created by sustainability, which can catalyze action both internally and externally (as others see the value and strive to capture some for themselves).

Our tools help leaders quantify the value of sustainability—including its “submerged” effects—on the CORE benefit factors:

- Customers
- Operations
- Risks
- Employees

When all these effects are combined, the total value is typically 5x-20x what people believed initially.

Finally seeing the full value quantified “changes the conversation” as one CFO put it.



Recruitment	Current	Future	Difference	
Hires Per Year	7,340	6,606	734	
New Hire Premium	38,837,775	36,895,886	1,941,889	
Attrition Rate - US	11.0%	9.9%	1.1%	
Attrition Rate - Non-US	11.0%	9.9%	1.1%	
New Hire Training Costs	60,922,000	54,829,800	6,092,200	
Vacancy Cost	38,076,250	34,268,625	3,807,625	Subtotal
New Employee Productivity Cost	9,519,063	8,567,156	951,906	12,793,620
Submerged Costs	Current	Future	Difference	
Employee Engagement	80.0%	81.4%	1.4%	
Productivity (Operating Margin / Employee)	60,000	60,111	111	Subtotal
Productivity (Total Operating Margin)	3,000,000,000	3,005,544,000	5,544,000	5,544,000

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