

## About The William Davidson Institute

The William Davidson Institute (WDI) is a non-profit, educational institute established at the University of Michigan in 1992. Through a unique structure that integrates research, educational outreach, field-based collaborations, and development consulting services, WDI creates long-term value for private sector firms, non-profit organizations, development agencies, and academic institutions active in emerging markets.

## Base of the Pyramid Initiative

WDI's **Base of the Pyramid (BoP) Initiative**, headed by Dr. Ted London, is a global leader in exploring the intersection of business strategy and poverty alleviation. In particular, the BoP Initiative (1) generates applied research with practice-oriented implications, (2) collaborates on field-based initiatives with business, non-profit and development sector partners, and (3) convenes thought leaders and action agents to share expertise and shape the development of the domain.

Our expertise lies in a deep understanding of the BoP domain, and a collaborative model that incorporates the voices of a wide diversity of partners.

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<http://www.wdi.umich.edu>

## How to Participate Location

The workshop will take place late summer/early fall in Ann Arbor, Michigan at the William Davidson Institute and Ross School of Business on the campus of the University of Michigan

## How to Register

To register, please visit:  
[www.wdi.umich.edu/IAWorkshop](http://www.wdi.umich.edu/IAWorkshop)

Please note that space is limited to 18-20 participants. Once we reach capacity, all other interested participants will be put on a waitlist

## Cost

Early bird: \$795 per person or \$1395 for two people from the same organization on or before September 20<sup>th</sup>

Registration increases to \$1095 per person and \$1795 for two people from the same organization after September 20<sup>th</sup>

Includes: Workshop training and materials, and some meals

Lodging and transportation not included

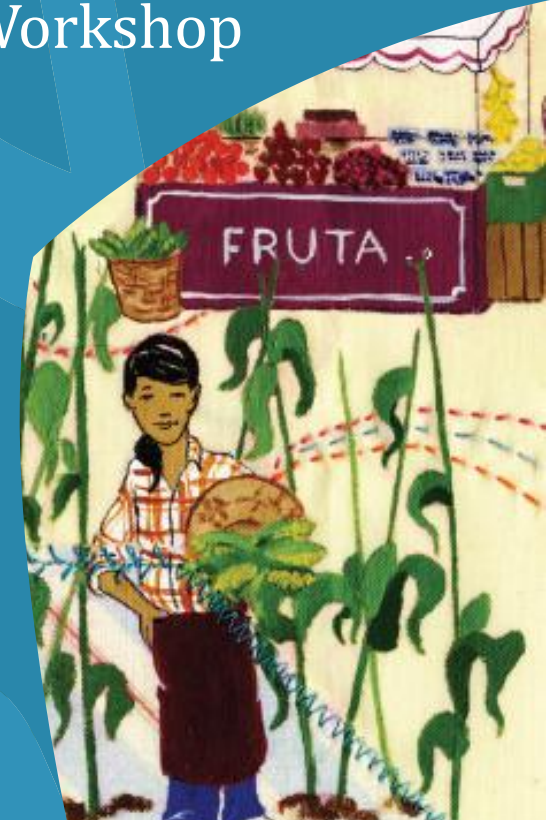


WDI reserves the right to cancel the workshop if there are not enough participants. In this event, full refunds will be granted



William Davidson Institute  
AT THE UNIVERSITY OF MICHIGAN

## Hearing the Voices of the Poor through Impact Assessment Workshop



October 26-28, 2010  
University of Michigan

## The Value of Measuring Impacts

Most ventures that serve the world's poor possess feel-good stories and collect data on pre-determined business milestones and do not go a level deeper to truly hear the voices of the base of the pyramid. Indeed, they do not have a systematic way to assess and enhance their poverty alleviation performance. Ventures must begin to view measuring impacts as an investment that will allow them to further innovate their business model in order to improve their economic and social performance. At the same time, internal and external stakeholders increasingly require ventures to measure their impacts in a systematic and structured manner.

## An Investment in Value Creation

This training workshop will assist BoP ventures to enhance their abilities to cost effectively track their local poverty alleviation impacts. Measuring these local impacts will help BoP ventures maximize mutual value creation and develop more sustainable and scalable business models.

## BoP Impact Assessment Framework

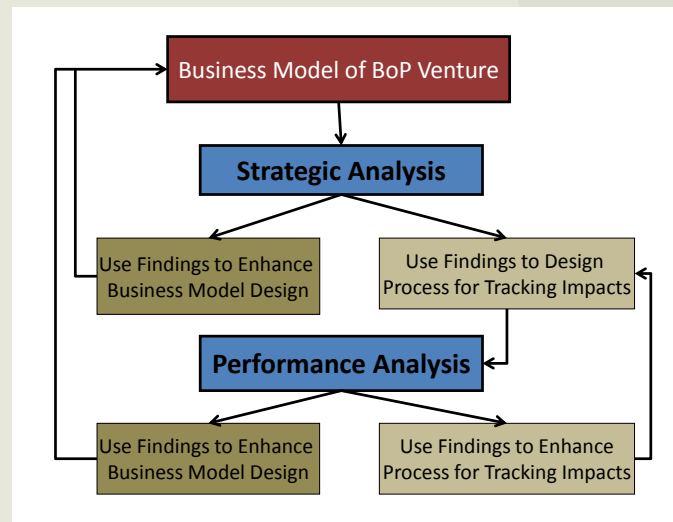
We developed the Base of the Pyramid Assessment Framework in order to help organizations better understand and improve their on-the-ground poverty alleviation impacts. Utilizing our framework provides venture leaders with a structured process to enhance positive impacts and mitigate negative impacts.

As featured in the *Harvard Business Review*,\* the Base of the Pyramid Impact Assessment Framework provides managers with a robust and systematic approach to conducting (1) a strategic analysis to gain a deep understanding of their holistic set of impacts, and (2) a performance analysis to identify, track, and improve key indicators over time.

## Audience

This training is designed for organizations working with the base of the pyramid who want to develop or refine their impact assessment process.

In particular, organizations that have a serious commitment to measuring poverty alleviation impacts in order to assess and enhance their own business models are strongly encouraged to attend.



## Key Takeaways

Participants will:

- Develop a strong understanding of the Impact Assessment Framework
- Perform an initial strategic analysis of their organization's impacts
- Understand the key issues in developing and implementing a robust data collection strategy
- Create an actionable plan for moving forward in measuring their organization's impact

## Our Team

•Dr. Ted London  
William Davidson Institute  
and Ross School of Business,  
University of Michigan

•Dr. Andy Grogan-Kaylor  
School of Social Work,  
University of Michigan

•Heather Esper  
William Davidson Institute

•Sateen Sheth  
William Davidson Institute

## Workshop Content

### Day One

Dinner with fellow participants; overview of framework and its value

### Day Two

Action-based learning sessions that will allow participants to:

- Perform an initial strategic assessment
- Learning more about:
  - Evaluation Design:
    - Research design
    - Selecting a sample
    - Sample size
  - Implementation:
    - Analyzing data

- Participants initiate their impact assessment plan

### Day Three

Learning more about:

- Evaluation Design:
  - Developing a survey
- Implementation:
  - Data collection process

Participants present organizational specific assessment plans and receive feedback and review