

KASHF FOUNDATION SELECTS SOCIAL INDICATORS FOR ITS SOCIAL DASHBOARD

Kashf Foundation (KF) (Pakistan) developed a dashboard of 20 social indicators for use by management and the board. Led by the Managing Director, the dashboard development process took approximately two months. To ensure that the indicators selected would be useful for monitoring the FSP's progress toward its social goals, KF involved staff at all levels. Line managers and department heads were asked: *What do you think are KF's most important social impacts?* Board members and management then worked together to isolate the indicators that were most closely connected to KF's mission.

KF reports that the dashboard has helped to focus the organization around a common set of goals. Staff can now easily identify KF's social targets, which makes them feel more connected to the mission. Staff also set personal performance targets based on the dashboard indicators, further emphasizing their contribution to the organization's social impact.

KF's different departments also felt more aligned after the dashboard creation process, as it became apparent that achieving the social targets would require inter-departmental cooperation. Before the dashboard, each department was collecting and storing social data in different formats. Now, all departments use the same internal reporting format and database. The social dashboard is not only an important source of information for management, it has been a useful means for uniting staff around a common social purpose.

Read the full case study, published by Pakistan Microfinance Network [here](#).