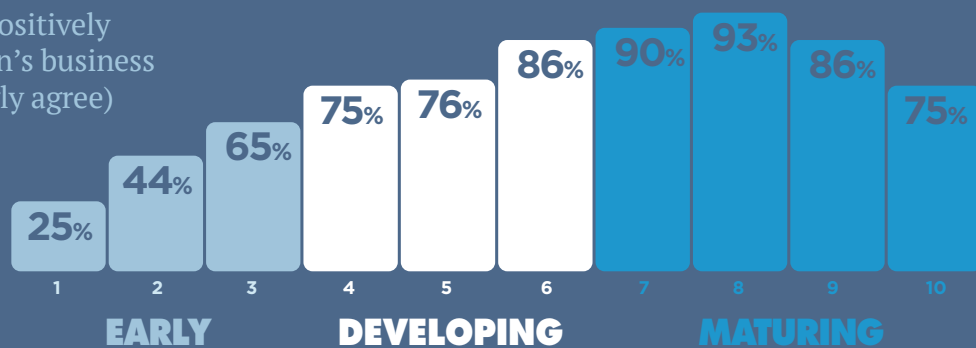


# 89% of Maturing Social Businesses SAY SOCIAL POSITIVELY AFFECTS BUSINESS OUTCOMES



## VALUE INCREASES AS COMPANIES BECOME MORE SOCIALLY MATURE\*

Q: Social business has positively affected my organization's business outcomes (agree, strongly agree)



\* Respondents were asked to rate their companies' social business maturity on a 10-point scale with 1 being the least mature and 10 being most mature

By Following the Lead of More Mature Social Businesses

## COMPANIES CAN ADVANCE FURTHER ALONG THE SOCIAL BUSINESS JOURNEY



## However, Many Organizations ARE STILL AT THE EARLY STAGES OF MATURITY



TO READ THE FULL REPORT, VISIT [SLOANREVIEW.MIT.EDU/SOCIAL2014](http://SLOANREVIEW.MIT.EDU/SOCIAL2014)

MIT Sloan Management Review, in collaboration with Deloitte,\* has been conducting annual surveys of business executives, managers and analysts from organizations around the world for three years. The most recent survey, conducted in the fall of 2013, included responses from 4,803 business executives, managers and analysts.

\*As used in this document, "Deloitte" means Deloitte Consulting LLP and Deloitte Services LP, which are separate subsidiaries of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.