

## Impact Metrics - StartingBloc

StartingBloc sees evaluation as critical to maintaining a strong program model. We are highly responsive to feedback from program participants and sponsors, seeking input during each day of its 5-day Institute, iterating quickly, and following up the day after each Institute with an anonymized survey, all of which is used to inform program design. Additionally, evaluation is one place where the power of the StartingBloc community came together for tangible impact. In 2015, a team of Fellows came together to put together the organization's first-ever full impact survey, going as far back as the 2008 Institutes.

StartingBloc's post-Institute survey currently tracks impact in 4 areas: Community, Personal Growth, Skills & Knowledge Acquisition, and Career Development. Online impact surveys are sent to new Fellows immediately post-Institute and are also sent to Fellows one year post-Institute to track longer-term outcomes in these 4 key areas.

### Community

- 94% say they have a much stronger personal network as a result of StartingBloc
- 73% of Fellows have answered an "ask" or provided support to other Fellows in the community.
- Fellows host regional events across the country every month, and meet up with one another both in intentional and more informal gatherings. We have thriving chapters in Boston, DC, NYC, Philadelphia, Pittsburgh, New Orleans, Bay Area, LA, & Chicago
- We host an annual alumni event in a different city each year, which Fellows organize and design themselves.

### Personal Growth

- 76% of Fellows report greater clarity of purpose, passion & goals after attending an Institute
- 56% of Fellows report that StartingBloc has led to an improved ability to deal with others
- 85% of Fellows report that StartingBloc helped them to feel more empowered
- 61% of Fellows report that their satisfaction with life improved as a result of StartingBloc

### Skills & Knowledge Acquisition

- Our 2016 Institute Net Promoter Score is a 9/10
- 84% agree that StartingBloc enhanced the social / environmental impact of their work
- Before the Institute, 38% of Fellows felt their leadership skills were well developed. After the Institute, 59% of Fellows report that their leadership skills are well developed.

### Career Development

- 21% of Fellows were promoted or took on a leadership role after attending StartingBloc
- 80% report that StartingBloc contributed significantly to their professional growth
- 43% of Fellows have found mentorship within the community.
- StartingBloc awards 16 pro-bono coaching opportunities to Fellows each year - providing 12 sessions of executive level coaching for each award through an application based platform.
- Over 30 jobs are posted in our online networks every month.

**The community gives not only career development or personal development, but both, and we've been iterating and building the Fellowship for 14 years. We have a track record of success and a community of both high potential and high influence individuals.**

### **Story of Impact:**

*StartingBloc was a life-changing experience for me and was truly the catalyst that turned GoldieBlox from a prototype on my living room floor to a successful company. The lessons I learned from the Fellowship helped shape me into the entrepreneur I am today. The StartingBloc community is the most passionate, supportive and genuine group of people I have ever met. The bond we share and the continuous support we have for each other is like no other. My friends from StartingBloc have been there for me since we met 5 years ago, and vice-versa. I know we will be there for each other for life. I couldn't recommend StartingBloc more highly. This is the group of people that will help you change the world.*

-Debbie Sterling Lewis, StartingBloc LA'12 Fellow

Debbie Sterling Lewis came to StartingBloc with an idea: How could she build toys for girls who want to be engineers? She pitched this idea and question to the room at a LA Institute in 2012 and the Fellows loved it. They committed to volunteering their time together to launch the idea, and went on to run a wildly successful Kickstarter, raising close to \$300,000. Since then, Debbie has turned her idea into a national brand, Goldieblox. From GoldieBlox's website: "In 2014, Fast Company named GoldieBlox to its list of Most Innovative Companies, and GoldieBlox was recognized with The Toy Industry Association's Toy of the Year and Apple's iOS App of the Year awards. In 2015, GoldieBlox won Parents Magazine's Toy of the Year and founder, Debbie Sterling, was inducted by President Obama as a Presidential Ambassador for Global Entrepreneurship, honored by the National Retail Foundation as one of 25 'People Shaping Retail's Future,' and by the National Women's History Museum with a 'Living Legacy' Award for her work inspiring girls." Goldieblox employs 25+ people and they are inspiring a generation of female engineers.

StartingBloc is not just about entrepreneurs, but how we might support and enable growth, agency, belonging and meaning to emerge. Debbie is a non-traditional entrepreneur, and when she talks about StartingBloc it is about her company and its success as a result of the Fellowship, but it's also about the friendships and reliable connections she made and continues to make as a result of being a Fellow. We have hundreds of stories and testimonials to share about all types of people who found the same spark within their StartingBloc experience.

## Testimonials:

"The old models of leadership and organizational life have failed us, but the new realities - humane realities for whole people, and whole leaders - are being created and nourished. The team at StartingBloc are visionary practitioners on this frontier. I find great hope in their growth and flourishing."

- *Krista Tippett, President, Executive Producer, Host of On Being*

StartingBloc changed my life. The Institute introduced me to a group of people that think in a different way, that dream bigger, that have pushed me to accomplish more in these last 2 years than I had in the previous 8. The StartingBloc community has given me meaningful job opportunities, helped me get published in numerous outlets, and provided support when I needed it most. To be blunt: it was the best investment I've ever made.

- *Adam Smiley Poswolsky, Speaker & Author of the Quarter-Life Breakthrough*

"There are amazing skills taught at StartingBloc, but great skills can be learned anywhere these days. What can't be found anywhere is a supportive network that I know will give good advice to my employees when they need it. What can't be found anywhere is the "ah-ha" moment when a manager realizes she can create a whole new program on her own. ...the real impact is in the way folks think after StartingBloc. They aren't waiting for permission to innovate, they're being proactive with their ideas, they're taking on mentorship and leadership without prompting."

- *Sophia Chitlik, former COO, The Future Project.*

I went to StartingBloc with few expectations and one purpose; I just wanted to recharge. StartingBloc is more than a place to recharge. It's a place where leaders can think about their place in the world, refine their vision and make a game plan for fulfilling their personal mission. I left StartingBloc with a plan to further my noble purpose, hard skills as a leader and friends for a lifetime. What's even greater is that I was able to apply all of my learning the very next day I returned from StartingBloc during a senior retreat that I was leading! As a lifelong learner, I know it's not easily done. Bravo to StartingBloc for inspiring me, teaching me and setting my soul on fire!

- *Terri Broussard Williams, VP Government Relations, American Heart Association*