

### **Abstract**

In January of 2018, Laurence Fink, founder, and CEO of BlackRock, the largest investment firm in the world, with \$6 trillion under management, expressed in a letter to business leaders that their companies need to do more than only making profits. They need to make a positive contribution to society. In this paper, we developed the foundational framework to advance a model that could effectively measure the positive contribution to society. Our foundational framework is based on these assumptions: there is an intrinsic good in business; there is a theory of good work, there is a theory of the good person, and the key idea that businesses and financial markets thrive on trust. All of these theories should be interconnected to a holistic framework of a good system or human ecology, that interrelate these models of man, work, and business with its impact in the society.

The key question is how we measure the positive contribution? Today more and more profit and non-profit organization are measuring their impact regarding the effect on profits, the planet (natural environment) and, people (the triple Ps). We have a survey that one in five dollars of total managed assets is focused on the social impact and this trend is growing. Also, we have found there are more than 150 different methodologies to measure the social impact. So, there is much need to create a method that measures the positive contribution of a company that is holistic and takes into consideration the human ecology and not only the outcomes.

In our paper, we claim that to create a methodology to measure the social impact we need to add a fourth dimension to the triple P: profit, planet, people, called the **“Organizational ethical quality” (OEQ)**.

If good ethics is reflected in good work, using the Aristotelian idea of virtue as human excellence, which leads to a “good life” (Eudaimonia), or human flourishing. We claim that measuring the “Organizational ethical quality” dimension added to the triple Ps would measure the ethical virtuousness of the firm policies and actions.