

# Understanding your impact PART I

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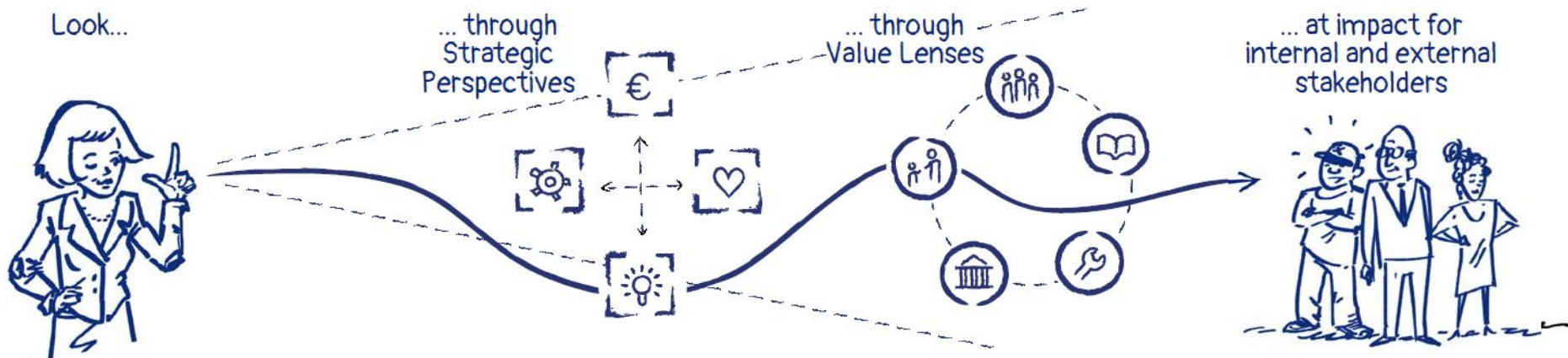
[Centrum Cyfrowe Foundation]

# DESIGNING YOUR IMPACT

# Impact design - an overview

1. The kind of impact you want to create
  - a. *Strategic perspectives*
2. Mapping and prioritising your stakeholders
  - a. *Stakeholder mapping exercise, prioritisation*
  - b. *Empathy map*
3. Creating your change pathway (for one or more stakeholders)
  - a. *Value Lens*
  - b. *Change Pathway*





## Discussion








- What types of impact are you contributing towards in your Community?
- What **problem**(s) are you trying to solve, and **for whom**?

**Tip.** *You might want to draft a problem statement if your Community doesn't already have one.*



# The Change Pathway

**Accountability line**  
Mapping where we are  
and can no longer be  
responsible for change

Stakeholder 	Resources 	Activities 	Outputs 	Short Outcomes 	Long 	Impact 

The stakeholder we want to create impact for - *only one*

The investments we are making in time/money to realise our activities

The things we do








Direct results of our activities - in numbers

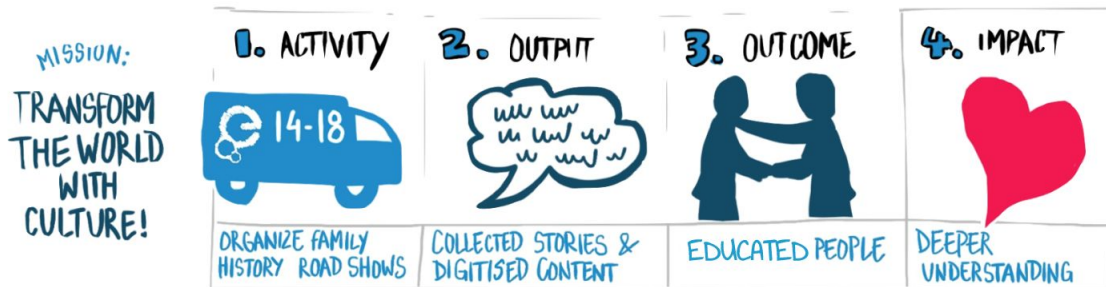
Attitudinal or behaviour changes that have occurred in (or for) our stakeholders as a direct result of our activities

Change(s) that occur for stakeholders or in society for which we are not (solely) accountable

# The Change Pathway

*The heart of the Impact Playbook*

Stakeholder	Resources	Activities	Outputs	Short Outcomes	Long	Impact
						





Training  
attendee



Preparation  
for training

Attended the  
training



Impact  
training  
session #1



Number of  
attendees

Number of  
attendees  
completing  
course

Satisfaction  
rating (%)

Useful  
results, e.g.  
list of  
stakeholders

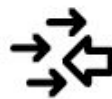


**Better  
understanding**  
of what we  
mean by impact

**Shares**  
experience  
and  
knowledge  
gained

**Puts** what  
is learned  
into  
practice

*Focus*



**Feels  
confident**  
to deliver  
own impact  
assessment

**Inspired** to  
become an  
'impact  
practitioner'

**Maintains  
and builds  
knowledge**  
on impact  
assessment



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# Understanding your impact PART II

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# ASSESSING YOUR IMPACT

WHAT IS YOUR SOCIAL VALUE PROPOSITION?						
Which are the main OBJECTIVES of your project?	Suggested RECHARGE IMPACT AREAS (think of your own ones, they can differ from these)	WHAT are the activities to be assessed in relation to each objective?	HOW will you measure the performance of each of these activities?	WHAT are the Key Performance Indicators for each of the activities?	HOW will you collect the data you need for the evaluation?	WHEN in the process will you collect these data? (remember you need to have at least two assessment moments to measure the change)
	SOCIAL					
	ENVIRONMENTAL					
	ORGANISATIONAL					
	ECONOMIC					

## WHAT IS YOUR SOCIAL VALUE PROPOSITION?

Which are the main <b>OBJECTIVES</b> of your project?	Suggested RECHARGE <b>IMPACT AREAS</b> (think of your own ones, they can differ from these)	<b>WHAT</b> are the activities to be assessed in relation to each objective?	<b>HOW</b> will you measure the performance of each of these activities?	<b>WHAT</b> are the Key Performance Indicators for each of the activities?	<b>HOW</b> will you collect the data you need for the evaluation?	<b>WHEN</b> in the process will you collect these data? (remember you need to have at least two assessment moments to measure the change)
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