

IMPACT

With so much to do in our day-to-day work, sometimes we forget to stop and check in on the progress and impact we are making. But not identifying impact can lead to us putting a lot of effort into tasks and activities that may not be making as much of a difference as we'd like.

Clarifying, monitoring and communicating our impact can help us to make sure we are putting our energy where it counts. It can also help us to inspire confidence in our services and products, and support our motivation in our work.

Let's take a look at three simple steps to getting better at IMPACT

1 Understand the impact you are trying to make

Clearly identify what outcomes you are looking for and why they are important. What will change and for who?

You should think about both the quantitative (e.g., number of beneficiaries) and qualitative (e.g., improved wellbeing) outcomes and assess them against a framework that monitors your goals. (Contact us for a list of frameworks)

Remember to create a benchmark so you can monitor your progress against where you started



Engage people in the process

2

Use participatory methods for collecting data to help empower people on the ground to share their experiences and perspectives.



Collect testimonials, case studies, and success stories that illustrate the positive impact of your team's or organisation's work on people's lives.

3

Share stories of impact

Communicate impact through stories of change that highlight the real-life experiences and outcomes of beneficiaries and communities.

This could include storytelling, participatory videos, or community mapping techniques.



If you want to learn more about this or any of our other learning resources, [get in touch](#)

You can also visit our website and follow us on social media