

# Impact – how and why

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# Who, why, what, when

- Who are your stakeholders?
- Why are you collecting information?
- What will you do with it?
- When do you need it?

# Guide to measuring impact

- Define clear objectives (specific and measurable)
- Select key indicators (relevant metrics)
- Incorporate qualitative insights (deeper understanding)
- Data analysis techniques (use statistics and interpret data)
- Regular data collection (schedule for consistent data)
- Use quantitative measures (numerical data)

## DEFINE CLEAR OBJECTIVES

Establish specific and measurable objectives to guide your impact measurement process.

## SELECT KEY INDICATORS

Choose relevant metrics that accurately reflect your objectives and the impact you wish to assess.

## USE QUANTITATIVE MEASURES

Implement numerical data to track changes and trends over time.

# GUIDE TO MEASURING IMPACT

## INCORPORATE QUALITATIVE INSIGHTS

Gather qualitative data for deeper understanding of impacts and stakeholder experiences.

## REGULAR DATA COLLECTION

Schedule consistent and frequent data collection to maintain accuracy and relevance.

## DATA ANALYSIS TECHNIQUES

Utilize statistical and analytical methods to interpret collected data and draw insights.

# 5. IMPACT DATA

Long term beneficial difference

# 1. USER DATA

Characteristics of who uses your product or service

# 4. OUTCOME DATA

Short term changes that result from your work

## TYPES OF DATA

# 2. ENGAGEMENT DATA

How much use or engagement do you have?

# 3. FEEDBACK DATA

What do users think of it? Of you?

**FOCUS ON OUTCOMES**

Prioritize the final results of activities over the steps taken to achieve them.

**USE ENGAGING IMAGERY**

Incorporate visual elements that enrich and support the message being conveyed.

**LEVERAGE STORIES**

Utilize stories to illustrate concepts and make information more memorable.

**MAKE YOUR  
IMPACT HAVE AN  
IMPACT!**

**CONTRAST BEFORE AND  
AFTER**

Show transformations to highlight the impact of actions or interventions.

**ORDER AND SEQUENCE**

Present information in a logical order to enhance understanding and retention.

**THINK LIKE A CHILD**

Approach the subject with curiosity and openness to stimulate creativity.

# IMPACT

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