

Steps to maximising your impact

A presentation by Sandra Velthuis of
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A changing focus over time

- Doing **something** about issue x is a good thing
- Doing something about issue x is no longer enough; we also need to do it **well**
- But ... how do we know that what we say is doing “something well” is truly having an **impact** on issue x?

What is impact?

Input → Activity → Output → Outcome → Impact

- Impact = the broader or longer-term effects of an organisation's activities, outputs and outcomes, which can be intended or unintended, and positive, neutral or negative

Maximising your impact

- Maximising impact is about making as big a positive difference as possible
- Impact is **not just about measurement**
- Impact must pervade everything you do
- Need for impact leadership
- A journey that does not end



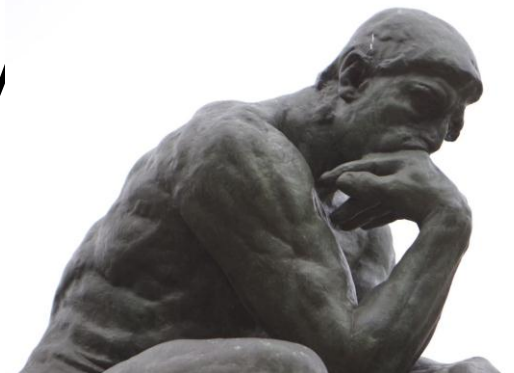
Impact activities

- Think about it
- Plan it
- Deliver it
- Assess it
- Communicate it
- Improve it



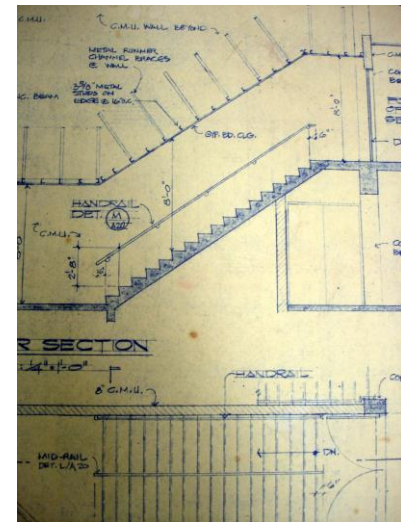
Thinking about impact

- Think back to the reason organisation was set up in the first place
- Focus on the client/cause, not organisation
- Be clear and specific about the **change** organisation wants to bring about
- Think about impact every day



Planning for impact

- Work backwards
- Plan for delivery of impact
- Plan for assessment of impact
- Plan for communication of impact
- Plan for continuous improvement



Delivering impact

- Start small if it feels overwhelming
- Make sure all staff and volunteers are on board
- Importance of **quality**
- Change happens, so adapt plans accordingly



Assessing impact (1)

- Focus monitoring and evaluation activities on those that demonstrate change
- Stress intermediate outcomes and **distance travelled**
- Develop indicators of success
- Ask stakeholders what they think
- Collect/mine data
- Evidence, not proof



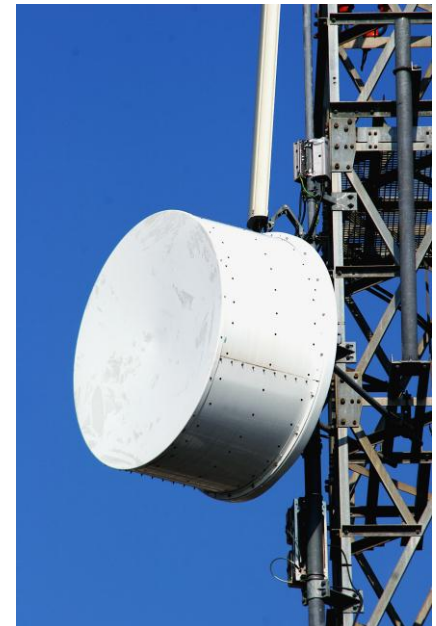
Assessing impact (2)

- 1000+ tools available for impact measurement!
- Not essential to bring in external expertise, but if using consultants, involve them at the planning stages
- Strive to capture your organisation's full social value



Communicating impact

- **Internally** to learn, improve and boost morale
- **Externally** to meet funding requirements, attract support, increase credibility and share lessons learnt
- Stories **and** numbers
- The good **and** the not-so-good
- Appropriate to audience



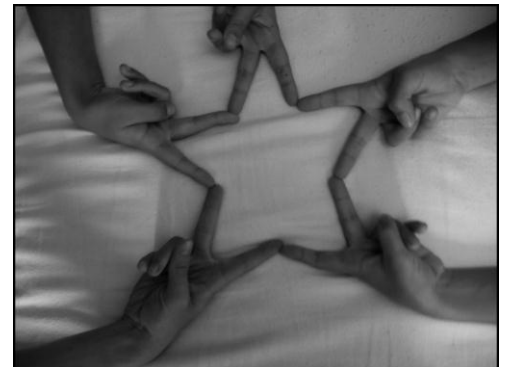
Improving impact

- Use monitoring information for ongoing refinements
- Use evaluation information to make new plans and reallocate resources
- Do not ignore the evidence
- Foster culture of continuous improvement
- Embed impact focus



Collaborate

- Social problems are too big to be solved by one organisation
- Many organisations are working towards similar goals
- Optimise on resources and maximise impact through **appropriate collaboration**



Thank you

Please feel free to contact me for further information on outcomes, impacts and social value:

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