

THREE WAYS TO HELP YOU UNDERSTAND IMPACT MEASUREMENT

1



MANAGEMENT

HOW ARE WE DOING?

Clarifies the programme objectives
Links activities to resources, objectives and outcomes
Translates objectives into performance indicators and helps to set targets
Assists with collecting data to compare planned and actual outcomes and impacts
Reports on progress

MEASUREMENT

WHAT HAPPENED AND WHAT HAS CHANGED?

Analyses what results have been achieved (or not)
Assesses specific outcomes and impacts
Examines unintended results
Provides lessons, highlights, challenges and risks
Offers recommendations for improvement

2



3



IMPACT ASSESSMENT

DID WE MAKE A DIFFERENCE?

Captures and isolates the outcomes of a programme
Reviews management and measurement activities, processes, reports and analyses
Provides an in-depth understanding between relationships, objectives and impacts
Synthesises and compares results and outcomes



NEXT GENERATION

expertise • impact • return

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