



NEXT GENERATION

IMPACT ECONOMY EXPERTISE



TRAINING BROCHURE

2025

IMPACT MANAGEMENT AND MEASUREMENT MASTERCLASS 2025

For more than two decades, **NEXT GENERATION CONSULTANTS** have been assisting philanthropists, social and impact investors, social purpose organisations and social enterprises across Africa and South Africa to better understand the impact economy and the opportunities it presents.

We work with clients to clarify their impact goals, to develop informed and well-balanced investment and development approaches and assist them to design and implement strategies to achieve maximum impact and return on investment.

We are also committed to contribute to an enabled and resilient ecosystem. For this reason, we share our expertise, experience and knowledge.



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TAKE ADVANTAGE OF THE IMPACT ECONOMY

Do you see your future in the impact economy?

At its core, the concept of the impact economy is built on a holistic theory of how we create, exchange and distribute value. The predicted growth of the impact economy will evolve quickly over the next decade if we can create spaces in which to learn, discuss, debate and demonstrate how it works and how we make a positive contribution.

The Impact Management and Measurement Masterclass is uniquely designed for impact practitioners to gain the knowledge, skills, competencies and insights for a successful and meaningful impact career, and more specifically to:

- Learn how to manage investment funds, resources, portfolios and programmes more effectively and ultimately make a bigger and more positive impact on the economy, environment and society.
- Develop the expertise and confidence to implement world class impact management, measurement and reporting practices.
- Understand the latest guidelines, principles and standards that are evolving and that underpin the impact investment and development life cycles from strategy, through due diligence to management, measurement, verification, reporting and exit.



WHO SHOULD ATTEND

Professionals and practitioners from the public, private or non-profit/social sectors who are involved in designing, implementing, managing, or funding programmes aimed at creating positive economic, environmental and social impact. Including programme and project developers, implementers and managers, monitoring and evaluation

practitioners, corporate social investment managers, foundation and philanthropy staff, social entrepreneurs, social and impact investors, social purpose organisations, senior and executive managers, board members of foundations and trusts.



VALUE OF THE IMPACT MANAGEMENT AND MEASUREMENT MASTERCLASS

The Impact Management and Measurement Masterclass draws on extensive research in impact measurement, impact investing, and impact strategy. You will engage with experienced guest speakers on how impact measurement is applied to both established and emerging areas - such as impact investment, climate change, supply chains, and philanthropy. You will also exchange

ideas and experiences with, and build a network from, a diverse group of programme participants.

In the Masterclass you will learn the core concepts and emerging issues in impact measurement, how 'impact' is framed by and for different stakeholders and uses, and examples of measurement approaches and tools, and how they could be adapted for your work.



BENEFITS

ON A PERSONAL & PROFESSIONAL LEVEL

- Understand the core concepts, trends and approaches to measuring impact
- How to critically assess and select measurement approaches and tools
- Be equipped to make informed choices on designing and improving your approach
- Make better decisions when using impact data to allocate your resources and efforts
- Join our network and community of practice

FOR YOUR ORGANISATION

- Ask the key questions on why, what and how you measure your organisation's impact
- Develop the core components of an impact measurement strategy
- Understand how impact measurement varies across sectors and perspectives
- Integrate leading impact practices from experts and applied research
- Navigate the implications of impact measurement within different contexts



FACILITATOR

REANA ROSSOUW



Reana Rossouw has spent more than 20 years in the social investment and development sector. She has advised numerous corporate social investors, grantmakers, donors, (venture) philanthropists, social enterprises and social purpose organisations on strategy, engagement, fundraising, social innovation, shared value creation and impact management and measurement. She is a regular speaker at industry events, publishes extensively from handbooks for practitioners, to trend and research reports, and practice guidelines for implementation.

Reana founded Next Generation Consultants in 2003, and in 2008 created the Investment Impact Index™ – an impact

assessment methodology and technology platform that measures the impact and return on investment of philanthropy, social and impact investments. She not only coaches and trains practitioners, sits on numerous nonprofit boards, she has also advised on becoming investor ready, regularly assess proposals and applications, consult on Pan-African philanthropic strategies and advise on investment and development portfolios and signature programmes. Reana loves research, participates in think tanks and regularly reviews impact reports and engages and collaborate extensively across the sector.

GUEST SPEAKERS

To ensure an integrated learning experience, a combined theoretical and practical approach is taken in all Masterclasses.

Industry experts are invited to the Masterclasses to share their insights and experiences. These guest speakers are not only leaders in the field, but their insight across

disciplines, practices and sectors add enormous value and create opportunities for participative learning, and robust discussions. There is a deep focus on lessons learned, challenges experienced, risks mitigated, and this contributes to a valuable, enriched, and collective learning experience.



LEARNING PATHWAYS

We recognise one size fits nobody, learning is social, learning is multidisciplinary, and learning takes practice. We develop courses and masterclasses that not only help impact practitioners to learn new things, improve their knowledge, advance their organisations, but also grow their positive impact on society.

Many of our participants have attended more than one of our workshops. This is reflective of their own personal career path and professional journey. Whilst they may start off with introductions to specific topics, many proceed to the Masterclass level.

For this reason, the focus of our workshops changes annually and is dependent on input from our clients as well as industry trends and sector growth. In addition, every year the learning topics are researched, and the content is recreated and updated. Not only does this ensure up to date information and knowledge, but participants can be assured that they will be exposed to the latest trends, best practices, global standards, frameworks and guidelines.

Whilst this brochure focuses on our public courses, all our workshops and masterclasses can be tailored and customised for organisational specific learning. Many organisations choose their subject topic, sector content and specific case studies and reference materials. Handbooks, guides and tools are then customised and developed for each client organisation.

Each workshop provides focused learning through real-life case studies and group work which facilitates and leads to open discussions with experienced practitioners and encourages sharing challenges and learnings with peers.

Topics that are generally covered in our customised workshops range from trends and insights, strategic reviews and strategy development, policy guidelines, frameworks, standards, due diligence, structuring portfolios and programmes, theories of change and logic model frameworks, impact management and measurement, monitoring and evaluation, impact reporting, stakeholder engagement and much more.



SCHEDULE 2025

Our commitment to you is to create a safe space for learning and development. To provide an opportunity to engage in inspiring debates and conversations with experts on the most complex aspects of social investment and development and impact management and measurement. To expose you to the latest and best practices and the expertise of pioneering organisations. And to make friends, connections and networks that will support you through your learning journey.

In 2025 our focus with our public Masterclass will be on Impact Management and Measurement.

MASTERCLASS

The masterclass is presented as an in person three-day event. It is focused on the entire lifecycle of investments, from impact strategy design to impact management and measurement to verification and reporting.

DAY 1	DAY 2	DAY 3
Overview, terminology and definitions, impact, return and capital spectrums	The impact management process and system	Impact analysis and insights
Standards, guidelines, frameworks and principles	Developing theories of change and logic model frameworks	Impact calculations, benchmarking and return on investment
Investment and development lifecycles	Choosing impact indicators and designing impact questions	Managing impact risks, negative impact, trade off/drop off, dead weight, attribution and contribution
Developing impact strategies and impact objectives	Developing impact management plans	Impact reporting
Developing impact frameworks	Developing impact measurement frameworks, methodologies and approaches	Impact verification Investment exits
Developing impact themes and portfolios	Data management and collection	Tools for your journey
Guest Speaker	Guest Speaker	Guest Speaker



FEES

For our public masterclass we require a minimum of 10 participants. Our 2025 rates are R10 000 per person – paid in advance.

Bursaries are available for nonprofit (NPO, NGO, CBO, PBO and FBO) organisations and small, medium sized enterprises (SMEs), independent consultants and social enterprises, however, this is dependent on the number of confirmed and paid bookings we receive.

Group discounts can be provided for more than 2 people from the same organisation. Special daily rates and discounted group rates are available for customised workshops.

Fees include: All materials (which will be provided electronically before the event), refreshments, lunch and a certificate of completion. Participants are responsible for their own transport and accommodation.



TERMS AND CONDITIONS

Cancellation policy: If after registering you are no longer able to attend the masterclass, you may:

- **Transfer** your registration to another person from your organisation up to two weeks before the course. After this date we cannot accept transfers.
- **Cancel** your registration and receive a 50% refund if cancellation is requested one month before the event. No refunds are available after this date.
- **No show** if you have booked and confirmed your attendance to the Masterclass, but do not attend, you will still be liable for the full amount due to associated logistical expenses.
- **Payment Deadlines:** Unless stated otherwise, the masterclass is invoiced and payable in one instalment one week before the event. Full

payment is due upon receiving the invoice and one week before the course starts.

- **Rescheduling Policy:** Next Generation reserves the right to cancel or reschedule courses in case of insufficient participant numbers, or for other reasons beyond our control. Should this happen, you are entitled to a full refund, but Next Generation is not responsible for travel arrangements/fees, or any expenses incurred by you as a result of such cancellation. If Next Generation cancels a course for which you are enrolled, you will be contacted via the email address you provided when registering one month before the Masterclass.



2025 DATES

The dates for our public Impact Management and Measurement Masterclass is as follows:

**CAPE TOWN:
24 – 26 JUNE 2025**

**JOHANNESBURG:
8 – 10 JULY 2025**

BOOKING FORM

Please complete this form for application to our 2025 Impact Management and Measurement Masterclasses and return to info@nextgeneration.co.za

PARTICIPANT INFORMATION

Title, name and surname

Telephone number

Email address

Disability requirements

Special dietary requirements

ORGANISATIONAL INFORMATION

Company name

Company address

VAT number

Purchase order number

EVENT INFORMATION

Masterclass, date, and city the participant is registering for

