



# Impact on Investment

# Instructions

## TIME

45+ mins

## YOU WILL NEED

Pen, and print outs of the template for everyone to fill in.

## WHAT IS IT FOR?

Measuring the impact of your actions is essential to show your Purpose in action, to build loyalty and trust with customers, and to make sure you're never greenwashing.

## HOW DO I USE IT?

This exercise won't give calculate the impact outright, but it will provide the framework that ensures you're seeking the right data as you purposeful actions play out.

1. First, go through the framework and example with the whole group. Make sure everyone is clear on the difference between output and impact. (10 mins)
2. Give everyone the chance to fill out the framework. (10 mins)
3. Share, discuss and align on final impact measurement framework filled in. (10 mins)
4. Agree how you will measure this impact and what is needed to make it a reality. (10 mins)
5. Brainstorm on what exciting ways you could tell the world about the impact you've had, once you've measured it! (5 mins)

INPUTS	ACTIVITIES	OUTPUTS	IMPACT
Resources Invested	Concrete Actions	Tangible Products of Activities	The Impact Resulting From These Activities
<p>Input the hard costs that you can measure internally of the activity.</p> <p>€ invested                      Number of people                      Time committed                      Etc.</p>	<p>Explain the main focus of the activity you're launching.</p> <p>A global cause programme                      A partnership with an NGO                      A behaviour change campaign                      Etc.</p>	<p>Explain what outputs you achieved, looking at your own brand or company.</p> <p>Number of impressions of content                      Number of projects delivered                      Number of participants                      Etc.</p>	<p>This is the impact measurement. Look at how you changed the world for the better.</p> <p>Number of lives changed                      % increase in behaviour change                      Actions taken                      Etc.</p>
<u>Internal metric</u>	<u>Internal metric</u>	<u>Self-focused metric</u>	<u>Purpose focused metric</u>



INPUTS	ACTIVITIES	OUTPUTS	IMPACT
Resources Invested	Concrete Actions	Tangible Products of Activities	The Impact Resulting From These Activities
£ invested	Partnership with PRIDE	Number of people who saw the content celebrating different LGBTQ+ communities	% increase in awareness of all LGBTQ+ groups across UK (which we know is a proxy for empathy)
<u>Internal metric</u>	<u>Internal metric</u>	<u>Self-focused metric</u>	<u>Purpose focused metric</u>

INPUTS	ACTIVITIES	OUTPUTS	IMPACT
Resources Invested	Concrete Actions	Tangible Products of Activities	The Impact Resulting From These Activities
<u>Internal metric</u>	<u>Internal metric</u>	<u>Self-focused metric</u>	<u>Purpose focused metric</u>