

# Key Purpose Impacts

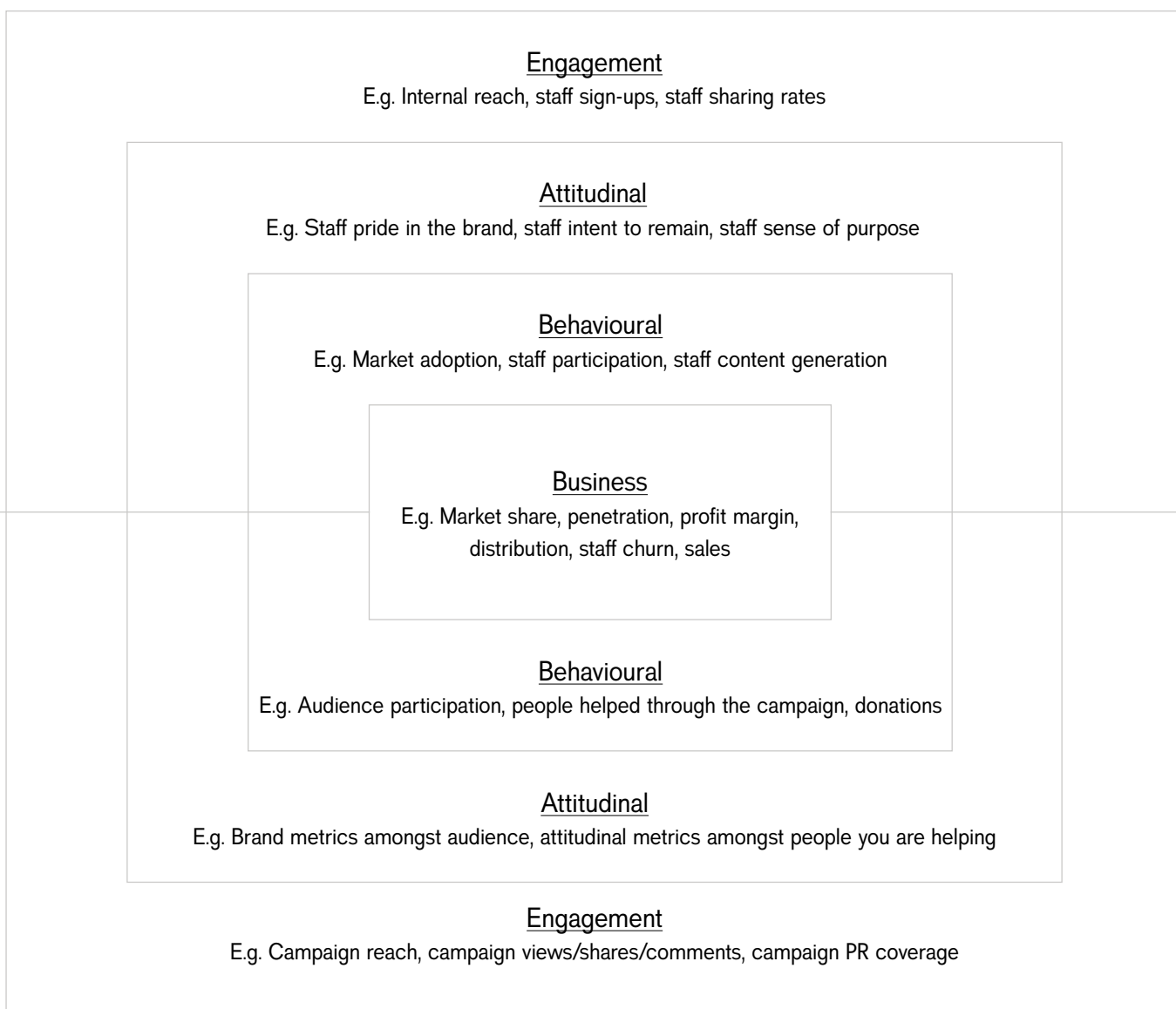
# Instructions

TIME	YOU WILL NEED
30 mins	A purpose based campaign or platform, or at least an idea for one.
WHAT IS IT?	A new kind of framework for measuring the impact of your purpose campaign inside and outside of your business—these are KPIs with a difference.
WHAT IS IT FOR?	Making sure your purpose campaign has maximum, world changing impact.
HOW DO I USE IT?	<ol style="list-style-type: none"> <li>1. Ensure you have an understanding of your purpose based campaign or programme</li> <li>2. Consider each of the 4 KPI categories - Business, Behavioural, Attitudinal, Engagement - and think about how your campaign could create impact in each both inside and outside of your business. What Business impact do you want to see? What Behaviours do you want to create? Which Attitudes do you want to shift? What engagement do you want to create?</li> <li>3. Write draft KPIs for your campaign inside each of the boxes. If you are struggling to understand how your campaign will have an impact in one category, think about how you could add a measurable element to the campaign itself.</li> </ol>

**Purpose based campaigns can be transformative for your business and the world. Use this framework and the examples inside each category to choose the Key Purpose Impacts you want to measure your campaign against.**

If your campaign isn't creating impact in all of these boxes, then it might not be impactful enough (or you might not have the right tools to measure it yet).

INTERNAL KPIS



EXTERNAL KPIS