FREE TOOLKIT

Impact measurement worksheet

Turn the change you want into a few figures you can count and trust.

A figure is only useful if everyone means the same thing by it. SIA publishes every one of its own headline figures with four things attached. Use the same rule for yours, and your website, your reports and your funding proposals will always agree.

Value
The number itself

Definition
Exactly what is counted

Source
Where it comes from

As of
When it was last updated

Four levels of change

SIA measures its own results at four levels. Each level asks a harder question than the one before. Most enterprises start with the first two.

Level	The question	What SIA counts at this level
1 Learning	Did people learn?	Course completion, skill gain, behaviour change at six months
2 Enterprise	Did businesses last and grow?	Survival, revenue growth, jobs supported
3 Capital & ecosystem	Did money and markets follow?	Capital mobilised, network members, export revenue
4 Systems	Did the system change?	Policies influenced, replications of a method

Write a good definition

Too vague "People helped"

Better "Women who completed at least four of the six training sessions, since January"

Ask yourself Who counts? What must they have done? From when? Is a person counted once, or each time?

Step by step

1. Take the first changes and lasting changes from your Theory of Change.
2. For each change, choose one figure you can count without much extra work.
3. Write its definition in one sentence, then where the number will come from and how often you will update it.
4. Record where you are today (the baseline) and where you want to be (the target).
5. Do not publish a figure until it has a definition. Then use the same figure everywhere.

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One row per figure. Fill it in by hand or copy it into a spreadsheet.

Enterprise or idea: _____ Team: _____ Date: _____

Change you want to see	Figure (what you count)	Definition	Source	How often	Today (baseline)	Target and date