

Actionable Impact Management (AIM) for enterprises

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Who is this resource for?

This toolkit is designed for enterprises who aim to truly understand and manage the impact their activities have on the world. This includes small and large businesses, nonprofits, social enterprises, community organisations etc.

Where did this resource come from?

AIM was sparked by a chance meeting between scholars from the University of Melbourne's Asia Pacific Social Impact Centre and entrepreneurs from SoPact, a social impact data management technology company in 2016. The first iteration of AIM was released in 2016. This toolkit and practice guide are a **re-shaping** of AIM by three of the original authors in light of user feedback received to date.

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1.0

Groundwork

- 1.1 Vision Statement
- 1.2 Mission Statement
- 1.3 Theory of Change
- 1.4 Milestones
- 1.5 Program Structure

- 1.1 Vision
- 1.2 Mission
- 1.3 Program Structure
- 1.4 Understanding the Problem
- 1.5 Theory of Change
- 1.6 Theory of Action

Check out Milestones activity as a building point for this tool.

1.7 Alignment

**look at it side by side, does it make sense? What do you need to revisit?*

2.0

Metrics & Data

Part 1: Metrics

- 2.1 Measure What Matters
- 2.2 Standard Metrics Directory
- 2.3 Standard Metrics Alignment
- 2.4 Enduring Metrics
- 2.5 Metrics Data Pipeline

Part 2: Data

- 2.6 Data Capacity
- 2.7 Data Tools
- 2.8 Data Strategy

3.0

Learning & Sharing

Part 1: Learning

- 3.1 Evaluation
- 3.2 Storytelling
- 3.3 Quality Principles

Part 2: Sharing

- 3.4 Reporting
- 3.5 Reaching Audiences

AIM for enterprises will help you...

Understand your potential and actual impact, both positive and negative.

Create a robust impact monitoring system that keeps you accountable to your vision and mission.

Go beyond data collection for funder reporting, to achieve impact intelligence.

...understand and drive toward your intended impact while mitigating unintended negative impact.

AIM for enterprises will **not** help you...

Manage your grant applications and reporting requirements.

Understand the in-depth theoretical considerations of impact measurement and evaluation practices.

Rapidly generate a comprehensive strategy with little financial or human capital investment.

...create a beautiful impact report with high-level output data that tells **nothing** of your actual impact.

Groundwork

Groundwork is the practice of explicitly stating the change you seek to create in the world and how you are actively working to create it.



Vision & Mission Statements

Vision and Mission statements are more than a summation of your work to be placed statically on a website and marketing material. These statements are a guiding compass and map for your organization, directing activities, new program creation, partner alignment and more.

It is good practice to revisit your statements from time-to-time, ensure all staff and board members are well acquainted with the statements, and be guided by the statements when determining strategy.

About the activity

Revisit and/or create your vision and mission statements. Be sure to create memorable statements by making them compelling, clear, and concise.

1.1 Vision Statement

A Vision Statement is the cornerstone of an organization. What future would exist if your organization's efforts were 100 percent successful?

Begin by answering the questions below as they relate to your organization's impact strategy.

What?

What is the future we hope to bring about?

Who/What?

Who are we impacting and how?

When?

Is there a timeline?

Arrange the order of boxes content in various ways in the spaces below. It is not necessary to include all of the information as long as your main goal is expressed. If you would like inspiration, check out these [50 Vision Statement Examples](#) by Top Nonprofits.

Vision, version 1

Vision, version 2

Vision, version 3

Final Vision Statement

1.2 Mission Statement

A Mission statement is the 'how.' How your organization contributes to achieving your vision within the domain or industry in which you work.

Vision Statement (from 1.1)

How?

How are you going to contribute to achieving your vision? What sort of work in what domain?

Who?

Who is at the center of your work?

Why?

Why is this work important?

Arrange the order content of the boxes above in various ways in the spaces below. It is not necessary to include all of the information as long as your main point is expressed. If you would like inspiration, check out these [50 Mission Statement Examples](#) by Top Nonprofits.

Mission, version 1

Mission, version 2

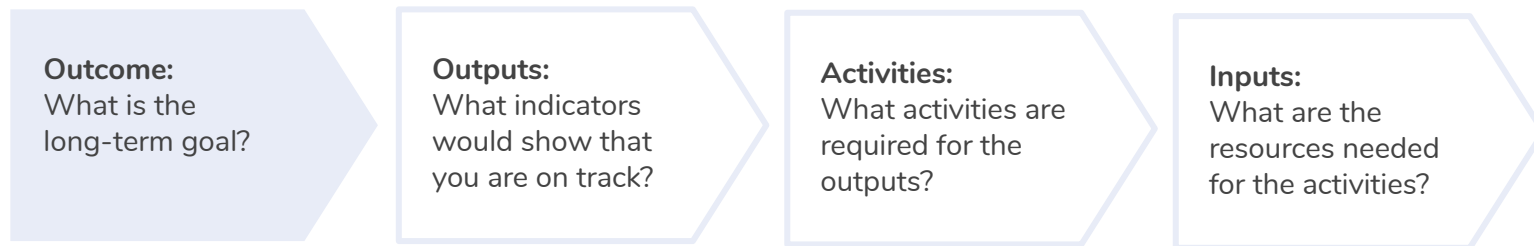
Mission, version 3

Final Mission Statement



Change Map

The Change Map is a logical map of how your organization expects its intended impact to come about, step by step. To do this, begin at the long-term outcome than maps backwards:



The Change Map is your Theory of Change (ToC). It serves a couple purposes:

- Surface hidden assumptions
- Define the activities necessary
- Define the resources necessary

About the activity

Create a Change Map for each of your intended long-term outcomes. Begin with the long-term outcome, then move through the boxes to map backwards through the ToC stages: OUTPUTS to ACTIVITIES to INPUTS. Between each of the ToC stages, describe how it is important for bringing about the stage before it. Repeat this process for each program.

1.3 Change Map

Long-Term Outcome desired:				Program:	
Output	How output aids long-term outcome	Activities	How activities aid output	Inputs	How inputs aid activities
1	→	→	→	→	→
		→	→	→	→
		→	→	→	→
2	→	→	→	→	→
		→	→	→	→
		→	→	→	→
3	→	→	→	→	→
		→	→	→	→
		→	→	→	→



Action Map

When milestones are clear and easy to understand, they are powerful tools that align every area and every individual within your organization toward a common vision. By defining your milestones, you are connecting the current state of the world with the vision you have outlined in a tangible and approachable way.

Familiarity and understanding of the big picture empowers individuals within the organization to recognize the relevance of their work to the organization's goal. This motivates and unites individuals in shared purpose and also enables the organization to achieve positive impact.

About the activity

Select outcomes (described in terms of concrete, visible changes) you and your team are working toward in order to bring about the world captured in your vision statement.

1.4 Action Map

A Theory of Action illustrates how a program is constructed to 'activate' the Theory of Change.

