

Repositioning your Social Enterprise for new realities

A strategy and impact
measurement workshop

FUNDAMENTALS OF IMPACT MEASUREMENT SESSION

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OPERATIONALISING YOUR STRATEGY



Purpose



Outcomes
Tracked

How can we communicate
the purpose to various
members within your
organisation?

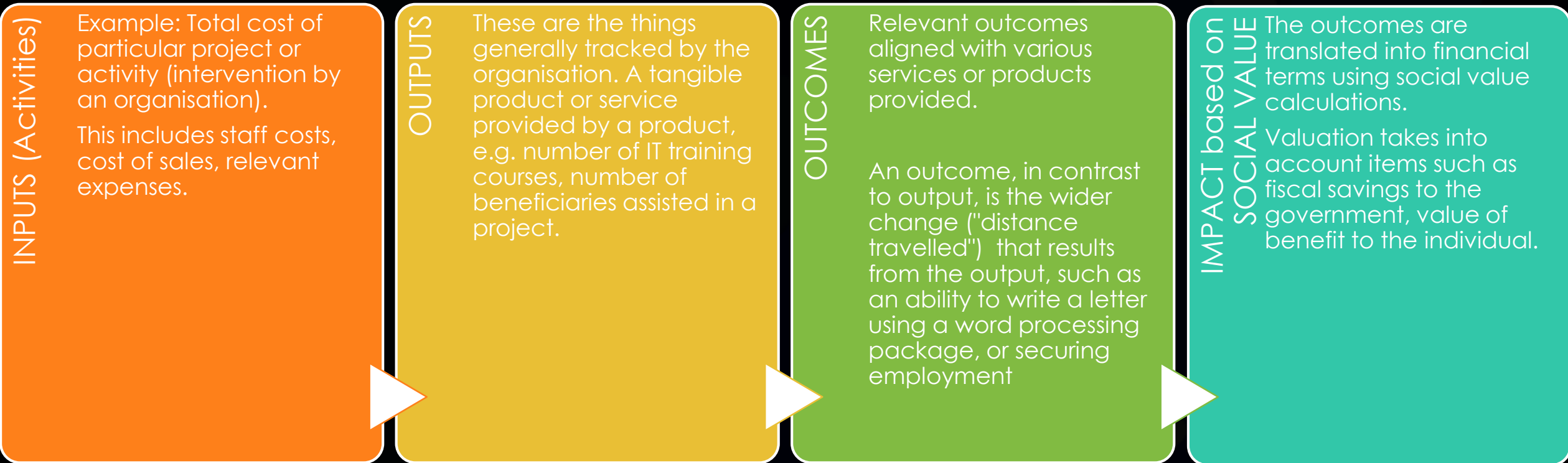


Measurable
Impact

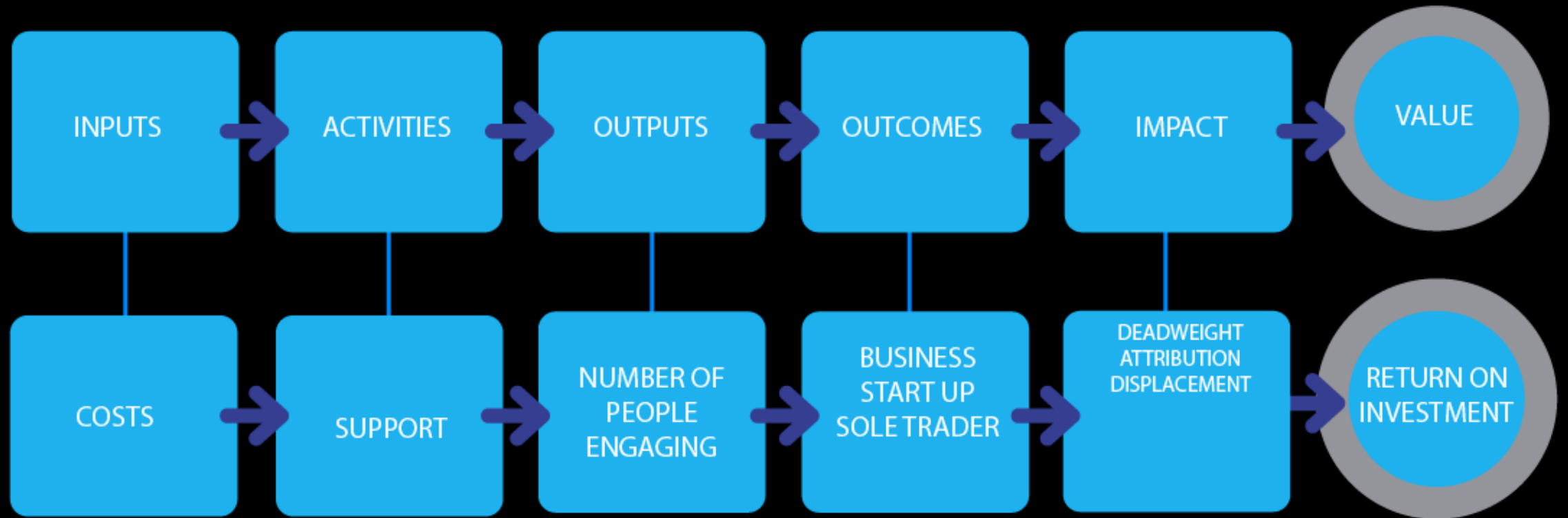
WHOSE IMPACT? WHOSE VALUES?

- Recognition of various stakeholders
- Generation of value for stakeholders other than the investor.
 - Who are the other stakeholders in your organisation?
 - Whose “values” do we need to consider?
- What values are important for these different stakeholders?

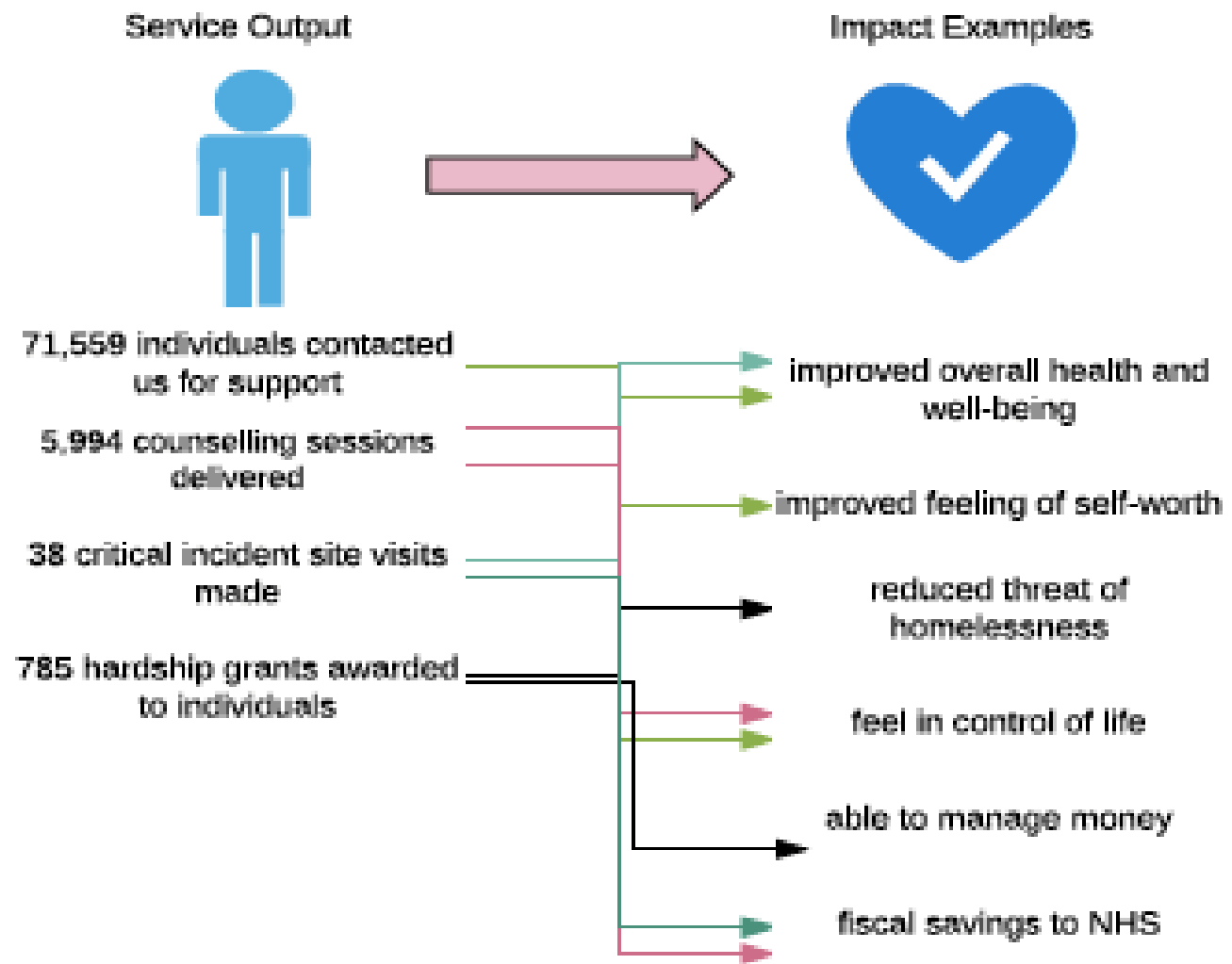
SOME TERMINOLOGY DIFFERENCES



Social Value Logic Model / Theory of Change



EXAMPLE: AN ORGANISATION PROVIDING WELL-BEING SUPPORT





WORKSHOP

MAPPING OUTCOMES

Intervention	Fiscal Benefits	Economic Benefits	Social Benefits
Working with young people who are NEET, have no employability skills, no qualifications or experience.	Reduction in benefit payments as individuals gain employment. Reduction in crime costs. Savings in long term health costs.	Increased Economic Output and support for local economic growth. Increased income of individuals gaining employment. Reduced wage scar in later life.	Improved health and mental wellbeing. Increased life expectancy of individual. Improved family relationships and networks.
Working with Long Term Unemployed, Physical and Mental Health Problems, BAME.	Reduction in benefit payments as individuals gain employment. Reduction in health costs.	Increased income of individuals gaining employment. More volunteering opportunities. Reduce the skills gap.	Improved confidence and self-esteem. Reduced isolation of individual. Increased employability and transferable skills.
Providing employment opportunities for ex-offenders.	Reduction in re-offending. Reduction in police, CJS, housing and local authority time spent responding to incidents.	Reduction in theft, burglary, shoplifting, deception, fraud etc. Reduction in the loss of economic output due to being a victim of crime (time off work, injury, sickness).	Reduced fear of crime of residents. Improved community and family relationships. Active citizenship.

TAKE NOTE...

- On Accuracy: Working with the best available information.
 - Not sacrificing “real impact” for recording impact.
- On deadweight and attribution
 - Deadweight: what would have happened anyway
 - Attribution: how much of the impact is from your intervention
 - Displacement: how much of the outcome displaced other outcomes
- The above are estimated percentages. The information from the data you collect can be used as basis and as evidence for these.