



# 6 INSIGHTS FOR MEASURING IMPACT



01



**Measuring the wrong  
thing:  
If you're fixated on the  
wrong metrics, you'll be  
building the  
wrong solutions**



**INCLUDE EVERYONE IN THE  
IMPACT VALUE CHAIN:  
MEASURING IMPACT FOLLOWS  
INVESTMENT CYCLES, INCLUDE  
INVESTEES, GRANTEES, DIRECT  
AND INDIRECT BENEFICIARIES**






03



**UNDERSTAND WHY YOU  
MEASURE:  
BE CLEAR WHAT YOU WANT TO  
DO WITH THE IMPACT DATA AS  
IT INFLUENCE YOUR IMPACT  
MEASUREMENT PROCESS**





**THE SUCCESS OF IMPACT  
MANAGEMENT AND  
MEASUREMENT IS  
DETERMINED BY YOUR  
RESOURCES AND  
COMMITMENT:  
DON'T UNDERESTIMATE WHAT  
IT TAKES**






05



**DON'T MAKE ASSUMPTIONS:  
YOUR IMPACT INTENT, THEORY  
OF CHANGE AND IMPACT  
STRATEGY MUST BE INFORMED  
BY IMPACTED STAKEHOLDERS  
INSIGHTS AND EXPECTATIONS**





**IGNORING INDIRECT OR  
NEGATIVE IMPACT:  
IMPACT IS IMPACT, IMPACTED  
STAKEHOLDERS WILL SHARE  
THEIR IMPACT EXPERIENCES,  
RESPECT THEIR VIEWS**



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MEASUREMENT SERVICES  
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