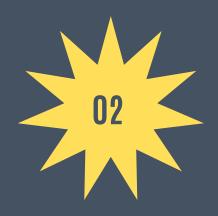




Measuring the wrong thing: If you're fixated on the wrong metrics, you'll be building the wrong solutions



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



UNDERSTAND WHY YOU MEASURE: BE CLEAR WHAT YOU WANT TO DO WITH THE IMPACT DATA AS 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



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

VISIT OUR WEBSITE FOR MORE INFORMATION ABOUT OUR IMPACT MANAGEMENT AND MEASUREMENT SERVICES OR FOLLOW US ON SOCIAL MEDIA