


# OUTPUTS, OUTCOMES AND IMPACT



OUTPUTS, OUTCOMES  
AND IMPACTS ARE  
TERMS USED TO  
DESCRIBE **CHANGE** AT  
DIFFERENT LEVELS


# OUTPUTS

OUTPUTS ARE THE **TANGIBLE OR INTANGIBLE THINGS** THAT AN ORGANISATION OR PROJECT PRODUCES. THESE COULD BE COMPLETED SERVICES, PRODUCTS, INTERVENTIONS OR OTHER 'DELIVERABLES'. THEY ARE NORMALLY FAIRLY EASY TO MEASURE AND **CAN OFTEN BE QUANTIFIED** E.G. HOW MANY DO WE DO OR THE NUMBER OF OUTPUTS YOU CREATE.




# OUTCOMES

OUTCOMES ARE THE **SHORT TO MEDIUM EFFECTS** YOU ARE LOOKING TO HAVE OR THE 'STEP CHANGES', WHICH NEED TO OCCUR IN ORDER TO ACHIEVE YOUR LONG TERM OR ULTIMATE GOAL. THEY ARE OFTEN **MORE DIFFICULT TO MEASURE THAN OUTPUTS**, AS THEY CAN FREQUENTLY RELATE TO AN INDIVIDUALS PERCEPTIONS, EMOTIONS OR OTHER INTERNAL STATE.



# IMPACTS

IMPACT IS YOUR **LONG TERM GOAL OR ULTIMATE OBJECTIVE**. YOUR IMPACT SHOULD BE ACHIEVED, AS A RESULT OF YOUR OUTCOMES. YOUR IMPACT WILL OFTEN BE THE **MOST DIFFICULT TO MEASURE**, AND SINCE IT WILL **FREQUENTLY OCCUR OVER A LONG PERIOD OF TIME** WITH OTHER INFLUENCING FACTORS, IT CAN BE CHALLENGING TO IDENTIFY WHETHER ANY CHANGES YOU DO OBSERVE ARE A RESULT OF YOUR EFFORTS OR SOMETHING ELSE (ATTRIBUTING CAUSALITY).




**Outputs** are generally easy to measure and count.

**Outcomes** are a little more difficult to measure as it can be both quantitative and qualitative.

**Impact** is the most difficult to measure as it requires some form of analysis.

Measuring impact  
allow you to **prove**  
**and improve** the  
value delivered, and  
help to **create**  
**systemic, sustainable**  
**change.**



**IMPACT MANAGEMENT IS  
THE ONGOING PRACTICE OF  
ANALYSING, MEASURING,  
REPORTING, COMPARING  
AND IMPROVING YOUR  
IMPACT.**



# UNDERSTANDING IMPACT



# IMPACT IS MULTIDIMENSIONAL

It can be direct or indirect, positive or negative, intended or unintended.

It can be economic, social or environmental or short, medium or long term.

It can be physical, cultural, geographical, conceptual, or demographical.

It can be deep or shallow, substantive or marginal.

**Impact Measurement** creates value for people, funders, investors, and enterprises; it encourages innovation and it ensures the utilization of resources more efficiently.

Most importantly, it helps organisations make better decisions to benefit stakeholders and increase positive impact.



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