

# Planning for Impact

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When starting on your impact journey remember to follow the four steps in the code of impact practice, **PLAN, DO, ASSESS, REVIEW**. Use the resources such as **Measuring Up** and the **Impact Hub** to help you as you move round the cycle.

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## Planning for impact

Work backwards – identify your impact first. Then think about what needs to happen now, in the near future and closer to the end of the programme in order to make this impact a reality. These are your short, medium and long term outcomes.

Your impact and outcomes should always be aligned with your mission. Engage your beneficiaries and other stakeholders in the process of identifying your impact.

For help with [setting outcomes](#) and [here](#).

Research what has worked or not worked in other related projects. Plan your activities based on the evidence of what works.

Evidence can range from academic research and evaluation reports. The perspectives and experience of those involved can also provide valuable insights so don't forget to talk to people involved in projects.

Set indicators for each of the outcomes and capture a baseline.

This will help when it comes to measuring the difference you have made.

Carry out your work and measure the difference

Measure the difference as you carry out your work, involve and explain what is happening to as many people as possible.

Review and analysis the data – adapt as required

Take every opportunity to review the data you are collecting to learn about your work, what is or isn't working and try to work out why. Make changes to work as required.

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## Tools of the trade

The two main tools which help clarify the links and identify gaps between actions and outcomes are logic models and theory of change. Below are **simple** examples of these models being used by a community centre who want to create a situation where older people are engaged and valued within the centre and community - this is their impact.

### Theory of Change

This is the path or map leading between actions and impact, it offers an explanation of why actions have lead to change. It is valuable as it allows organisations to describe and link actions and assumptions with outcomes and impact. Charity Evaluation Services have developed a planning triangle to help organiactions develop their theory of change.



Community Development  
& Health Network

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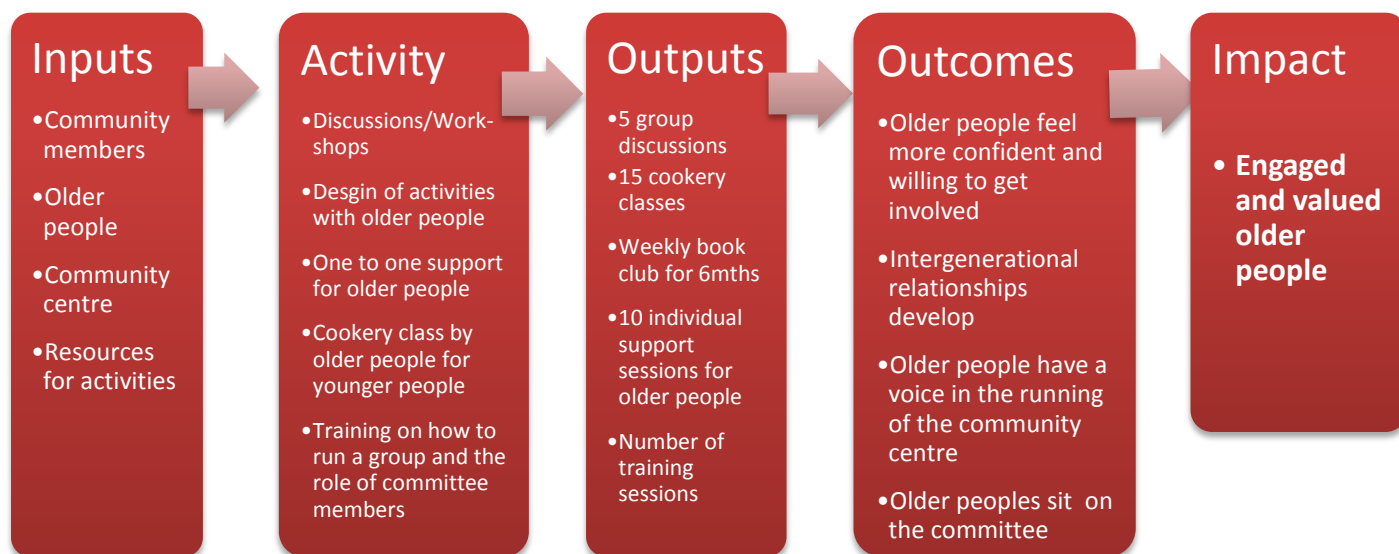


## Logic model

This is a picture/diagram which links outcomes, outputs, activities and impact. The link between the components is logic – hence the name!

Some of the benefits

- helps prevent mis-match between activity and outcome
- Integrates planning, implementation, performance measurement and evaluation
- Promotes clarity of process



For more information on [logic models](#) and [here](#). For guidance on [Theory of change](#)

