



Managing Impact: *NCVO's New Approach*

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The Measurement Fallacy



“The mistaken belief that the topic of impact is **about** measurement”

1. Puts off measurement sceptics
2. Proliferation of jargon, toolkits, etc
3. Diverts attention from **managing** impact and **communicating** it

Recent Challenges to this orthodoxy ncvo

1. From strategy
2. Through integration
3. In marketing

Managing Impact



Let's ...

1. take a more **generous** approach to language
2. do **other things** with impact other than measure it
3. place impact at the heart of our **strategies**
4. actively manage our **full value**
5. **improve** our impact
6. **communicate**, not report
7. create '**evidence**', not 'data'
8. **think** impact as we work

Generosity in language



Focus on meaning rather words

Get over 'right and wrong'

Things to do with value



✓ think

✓ plan

✓ manage

✓ improve

✓ communicate

All may need evidence, or may not

Impact and Strategy



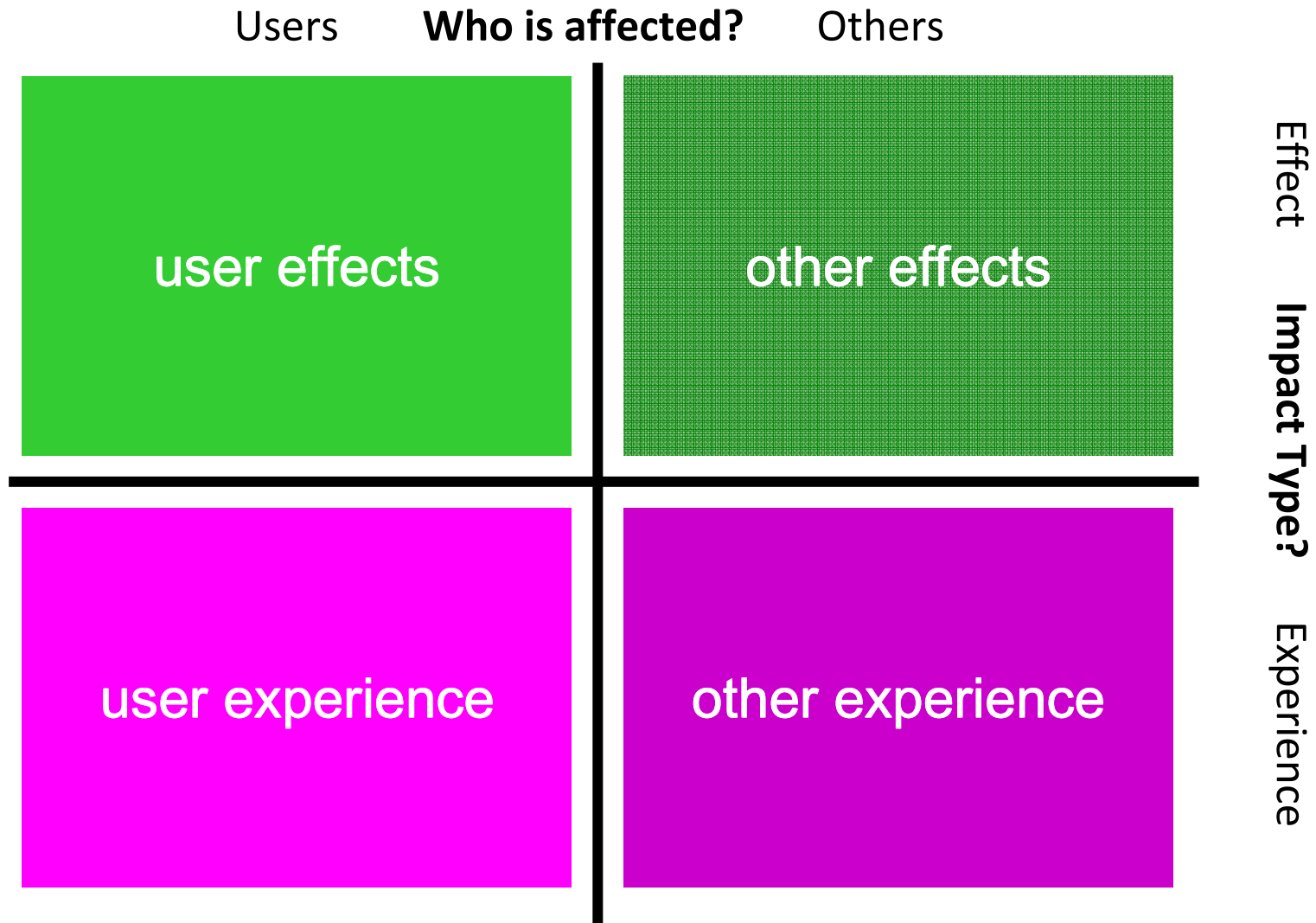
The fundamental task of any trustee board: “what should we plan to achieve?”

If you prioritise specific impacts, make tough decisions, and clearly communicated them ...

...you're much more likely to achieve more

Also applies to a corporate-voluntary sector partnerships

Four elements of Full Value



Communication

X Outcomes reporting ...

annual 50 page, A4, reports, comprehensive & dull

✓ Impact Marketing ...

targeted, purposeful, audience-focused, multi-channel,
with tight messaging

Stay in touch...



The screenshot shows a Microsoft Internet Explorer browser window displaying the website <http://www.strategy-impact.org.uk/>. The browser's address bar and menu bar are visible at the top. The website's navigation bar includes links for Home, About us, Contact us, News and events, Publications, Free updates, NCVO Consultancy, and NCVO homepage. A search bar is located on the right side of the navigation bar. The main content area features a large green banner with the text "MAKE MORE OF A DIFFERENCE" and "PRIORITISE YOUR ORGANISATION'S NEEDS WITH OUR SELF ASSESSMENT TOOL". Below this banner are three columns of content: "WHAT'S NEW? OUR GUIDE TO INVOLVING USERS", "NCVO STRATEGY CONFERENCE, 11TH DECEMBER", and "WE CAN HELP NCVO SERVICES". At the bottom of the page, there are three buttons: "FREE UPDATES SIGN UP TO KEEP IN TOUCH", "MORE THAN MONEY WORK WITH YOUR FUNDER", and "TOP TIPS TO GET YOU STARTED".

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