

Impact-led design

1-day Masterclass provided by Think Impact

Overview

In the volunteer sector, impact is the core of what we do yet we often struggle to understand the impact we are having, how to communicate it effectively and how to design programs or approaches to have deeper, enduring impact.

Impact-led design is an organisational design process with 'impact' at the core.

Organisations with a social or environmental purpose exist to create change in the lives of their stakeholders, and this intended change or impact should underpin every process or decision of the organisation. We provide an impact-led design approach and way of thinking to support organisations to achieve this.

Impact-led design can be used by the for-purpose sector to transform their strategies and develop business models to achieve greater impact; by government and philanthropy to develop and design more effective commissioning processes; and by businesses that want to have greater alignment between their core business and broader impact.

Who should attend

This 1-day course has a specific emphasis on volunteering and is for people managing organisational or program strategy and design or seeking to build their capacity in social impact management. It will provide practical tools and examples you can apply every day.

Learning outcomes

Participants of this course will develop the skills to:

- Adopt the impact-led design approach
- Design for enduring impact by utilising insights from evaluation to inform changes to organisational strategy, operations and culture
- Embed impact into the fabric of an organisation
- Analyse and makes sense of data to enhance impact
- Communicate impact in a way that re-ignites passion and purpose for staff, funders and supporters.

Participants will receive training materials, including tools and templates to assist with your impact-led-design work, and examples of work from Think Impact clients.

About your trainers

Ross Wyatt is the founder of Think Impact and one of Australia's leading social impact practitioners. He has spent many years pioneering innovative approaches to understanding impact and advises industry, the community sector and government on impact measurement, strategy and policy. Ross has an abiding commitment to supporting organisations to build value and performance through impact-led design.

Kevin Robbie is a Director of Think Impact and has over 25 years of experience in social innovation, impact measurement and evaluation. He was most recently the CEO of United Way Australia where he led the organisation through the development of an impact-led strategic plan, re-aligning their strategy to maximise impact. Prior to that he was the Executive Director with Social Ventures Australia (SVA) for seven years where he was responsible for managing their venture portfolio, which focused on innovative approaches to tackling complex social issues in education and employment.

Think impact is a unique organisation working to create positive change for business, government and community. We engage across business, government and for-purpose organisations and are committed to helping organisations understand, communicate, and transform the impact of their work. Our people have deep and extensive expertise in impact measurement, have pioneered impact-led design approaches worldwide and understand how to embed impact into strategy. Our passion is to build enduring impact.

Course program

Date: 2nd April 2019

Venue:

Session	Time
Introductions and protocols for the day	9:00 – 9:15
Interactive exercise – Exploring Impact From Not-for-profit to For-Purpose Impact and impact-led design (what is impact, importance of impact-led design, examples of organisations using it, overview of the impact-led design process)	9:15 – 10:00
Impact in context Using your own program/organisation, develop impact statements/objectives which would guide your impact-led design exercise	10:00 – 10:30
<i>Morning tea</i>	10:30 – 10:45
The language of impact Impact concepts (theory of change, deadweight, attribution vs contribution)	10:45 – 11:15
Theory of change Using your own program/organisation, develop an intended theory of change to achieve an impact statement/objective	11:15 – 12:30
Co-designing for impact	12:30 – 1:00
<i>Lunch</i>	1:00 – 1:45
Impact measurement Understanding your impact (impact measurement, developmental evaluation approach)	1:45 – 3:00
Communicating your impact	3:00 – 3:45
<i>Afternoon tea</i>	3:45 – 4:00
Review, questions and discussions	4:00 – 5:00