Develop measures to track your impact

If you want your business to do good, you’ll need to know if you’re succeeding. What good are you doing? How much? Can you do more? Are you doing any harm?

Use this template to develop some measures that will track if your business is having an impact. The number of measures depends on your impact model, but four or five is a good number to aim for.

The questions work like this:

* The results you choose in Question 1 will help you choose your measures in Question 2.
* The measures you choose in Question 2 will shape your answers to the remaining questions.
* You may get insights as you answer the remaining questions. If you want to change your answer to Question 2, go ahead, but check if you should change any other answers.

If you haven’t developed your business and impact models yet, do that before developing your measures.

[Developing your business and impact models](https://www.business.govt.nz/doing-business-for-good/developing-your-business-and-impact-models)

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| **1. Choose outcomes to monitor** |
| You could pick three or four priority outcomes: the most important outcomes in your impact model. These are the outcomes that show the change you’re making and if you’re doing a great job. If you pick too many outcomes, measuring your impact can become complex and time consuming. |
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| **2. Choose your measures** |
| For each outcome, pick one or two things that can show how well you're achieving that outcome. Collect different types of information. Numbers can show the size of your change (eg number of people who get jobs after completing your course). Feedback can show the quality of your change (eg what participants say about what it meant to them to find a job). Think about the details of what you’ll measure. For example, will you distinguish between people who choose to work part-time and people who work part-time because they cannot get full-time work? |
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| **3. Identify where you’ll get your information** |
| You could get your staff to collect information about their everyday work. For example, you could ask your staff to record how many phone calls and texts they get or how many people they help.Or you could survey people or research publicly available information. If you’ll measure something by asking someone a question, write the question you’ll ask and who you’ll ask. If you’ll be asking the question in a survey, record how people will answer (eg using a 5-point scale, free-text or multiple-choice answers). However you get your information, think about these things:* Is your source accurate and reliable? For example, if someone records something as it happens, the information will be more accurate than if you ask them later.
* How will you collect your information? For example, if you carry out an online survey, you’ll get many responses but less depth. Or you could carry out a phone survey, which is time consuming but allows you to dig into answers.
* How will you collect only specific and relevant information, and not more? For example, if you want to know what languages people speak, ask for languages, not ethnicity as well.
* How will you ensure that everyone gives you the same information? For example, if you want to know if people work full-time, say at least 35 hours a week.
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| **4. Compare your information** |
| Think about what you can compare your information with. If you’ll use information from another source, record that source here. If someone else is collecting similar information to you and you could compare yours with theirs, write that down. For example, if you and another organisation both help people find work, see what their success rate is. If theirs is very different to yours, you might want to see what you’re doing or measuring differently. |
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| **5. Decide when you’ll measure** |
| Write down how often you’ll gather this information. Collecting it should be:* often enough that you can respond if something changes
* not so often that collecting information becomes impractical.

How often you collect information is especially important for surveys. If you survey too often, people may get tired of your surveys and stop responding.If you have to allow time for something to work, think about how long that’s likely to be. For example, if you coach people on how to behave in job interviews, allow time for them to attend interviews before measuring the outcome. |
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| **6. Save your information** |
| Record where you’ll save the information, so you can find it easily when you have to. Make sure the information is secure, especially if you save personal information. |
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