

**mission** **Helping non-profits, foundations, governments, and corporations demonstrate the impact of their work, and get their data working for them.**

**mission-driven strategies** To meet this mission we will focus on...

**Strategic Impact Mapping™**

Guide organizations and coalitions in creating and using a succinct, clear picture of what they do, how they do it, and the impact of their work.

**Needs/Strengths Assessment**

Design and conduct assessments to understand needs, strengths and gaps, as well as to strategically guide planning.

**Capacity Building**

Provide technical, research and data report writing, as well as grant writing, meeting facilitation, and individualized coaching.

**programs & activities** To implement these strategies we offer...

- Individualized consultation & training in building & using Strategic Impact Maps
- Individualized consultation & training in evaluation
- Develop data collection plans & tools
- Primary & secondary data collection
- Project staffing & management
- Launch and guide processes for data analysis, interpretation, conclusions & action plans
- Create data reports, dashboard, templates & presentations

- Individualized consultation & training in assessments design
- Assessment development
- Primary & secondary data collection
- Project staffing & management
- Data analysis & interpretation
- Develop conclusions & action plans
- Report writing
- Presentations

- Individualized coaching & training
- Write technical and data reports, white papers and toolkits
- Write grants to fund evaluation efforts
- Facilitate strategic thinking & planning meetings
- Facilitate data analysis & interpretation meetings

**resources** To offer these programs and activities we need...

Expert Staff   Research Assistants and Subcontractors   Technology & Web Presence   Partnerships   Reputation & Publications

**productivity** Our efforts and reach are shown by generating...

- # specific consultations & trainings
- # Strategic Impact Maps created
- # data collection plans, tools and processes created
- # data analysis conducted & supported
- # data reports, dashboards, templates & presentations created

- # specific consultations & trainings
- # assessments designed
- # assessments conducted
- # assessment data analyzed
- # reports written
- # data presentations made

- # specific coaching & trainings
- # & type of reports written
- # grants written
- # & type of meetings facilitated

**immediate impact** Our success and value are measured by ...

- ✓ Clients are able to communicate organization value to stakeholders and funders through a Strategic Impact Map
- ✓ Clients are able to conduct ongoing evaluation to understand & communicate the impact of their activities, programs, strategies and policies
- ✓ Clients are able to strategically guide changes in activities, programs, strategies and resource allocation in the context of productivity & impact achieved

- ✓ Clients have the information needed to understand community strengths, needs and priorities
- ✓ Clients are able to use this information in developing targeted programs, initiatives, collaboratives and policies

- ✓ Clients have the knowledge, skills and abilities to use data to drive decision making
- ✓ Clients are able to communicate the value of the data they collect
- ✓ Clients have the resources to collect and use data

**community-level impact** Ultimately, we collectively contribute to ...

Effective programs, strategies, collaborations, policies and initiatives.

**vision** **Real data, in real life, helping real people.**