

TEN TOP TIPS

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An occasional series of ten key questions you should be asking if you are following the Big Society agenda to form social enterprises, co-operatives or mutuals.

No. 4 How do we measure our impact?

1. Make sure you are clear about what you are trying to achieve in your organisation
2. Think about the questions you need to ask to provide you with evidence of your impact
3. Be realistic about what you can and can't tell from the evidence
4. Who do you need to consult?
5. Be aware that you will need to invest your resources up front to set up robust systems that will work over time
6. Ensure that your planned approach is regular, consistent and routine
7. Make sure to discuss impact measurement with all the members of staff who will be involved in the process
8. Don't run before you can walk – start with a simple engagement process to find out what are the key issues
9. Be clear about what data you need to collect – starting with what you already have
10. Piloting can be helpful, developing questionnaires and other data collection methods with a small group of people to make sure they provide the information you need

If you would like to find out more about any of these questions or would like some help in the transition process, contact The Guild on services@the-guild.co.uk or 01603 615200 to find out how we can help.

Ten top tips is produced by **The Guild**: A leading provider of training, consultancy, research and business support to the voluntary, community, social enterprise and public sectors.

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