

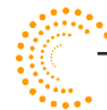
Demonstrate Value by Discovering Your impact Story:

MARGERIT ROGER – EUPRAXIA TRAINING

CATE FRIESEN – THE STORY SOURCE



Eupraxia Training
Program Development and Evaluation



The Story Source



Shelter

Home

What is that worth?

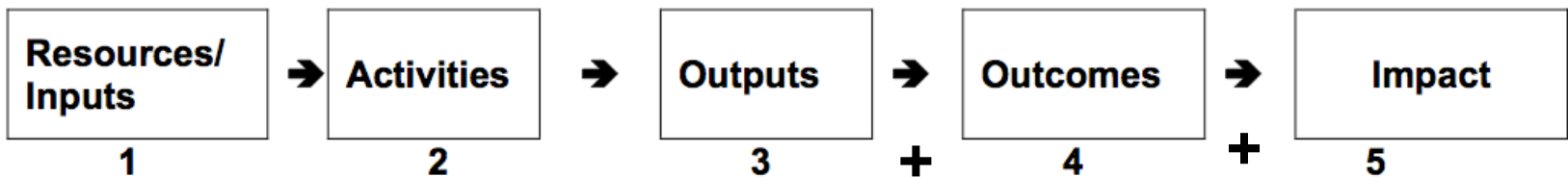
Level of Impact (Value)

- Individual-level (yellow)
- Population-level (green)
- Community-level (blue)
- Systems-level (red)

OVERVIEW

- **Outputs, Outcomes and Impacts**
- **Social Impact (The Ripple-Effect)**
- **Introduction to S.C.A.P.E.**
- **The Power of Story**
- **Features of an Impact Story**
- **Case Study: Putting It All Together**

Logic Model



Your Planned Work

Your Intended Results

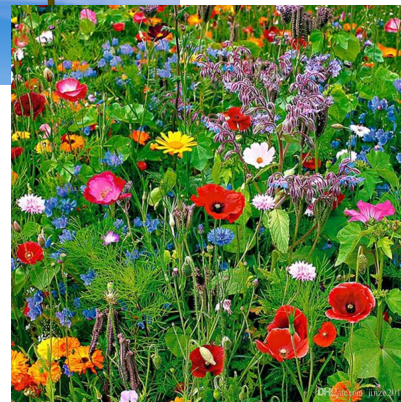
Outputs, Outcomes & Impacts



“Countables”
(Outputs)



Change
(Outcomes)



Larger, longer-
term change
(impacts)

Types of Value

- Financial
- Economic
- Social
- Environmental



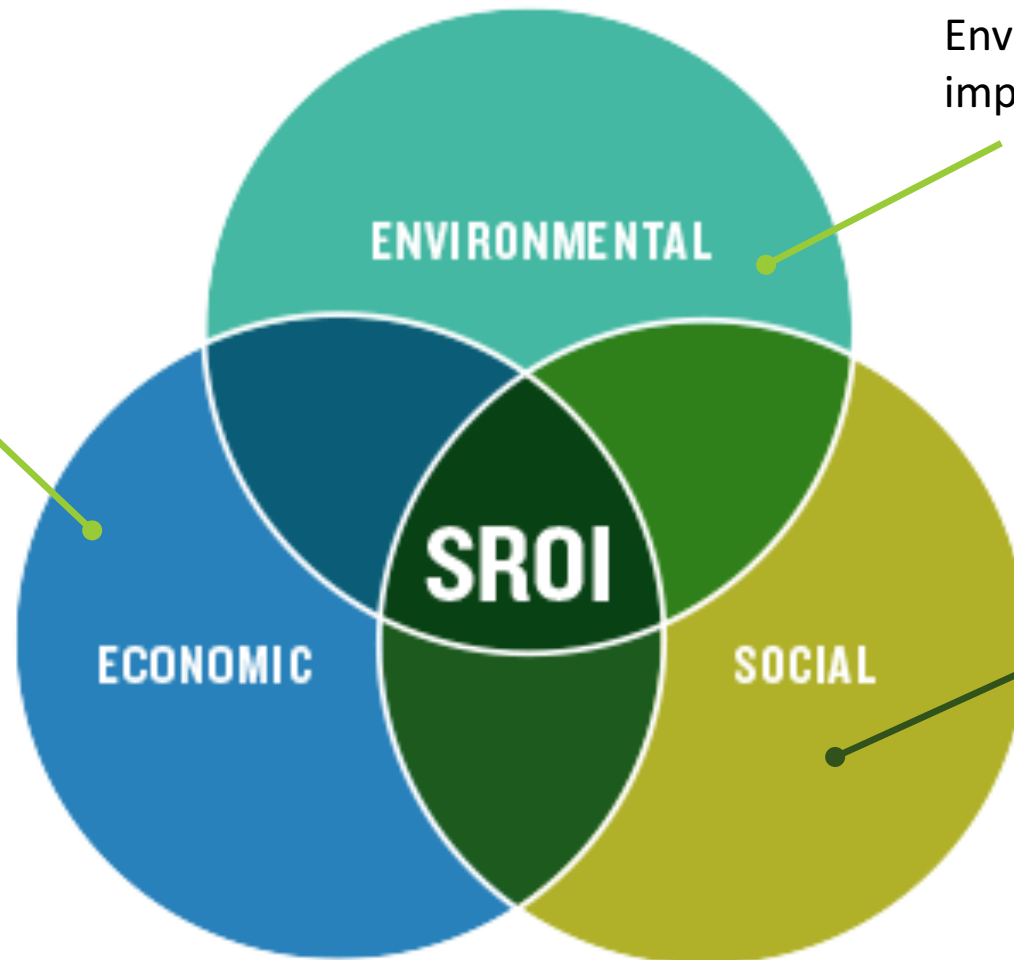
“For an investment or non-monetary activity to have an impact, it must provide additionality—that is, it must increase the quantity or quality of the enterprise’s social outcomes **beyond what would otherwise have occurred.**”

Paul Brest and Kelly Born

(<http://www.evaluatingimpactinvesting.org/syllabus/additionality/>)

Economic and
financial impact
analysis

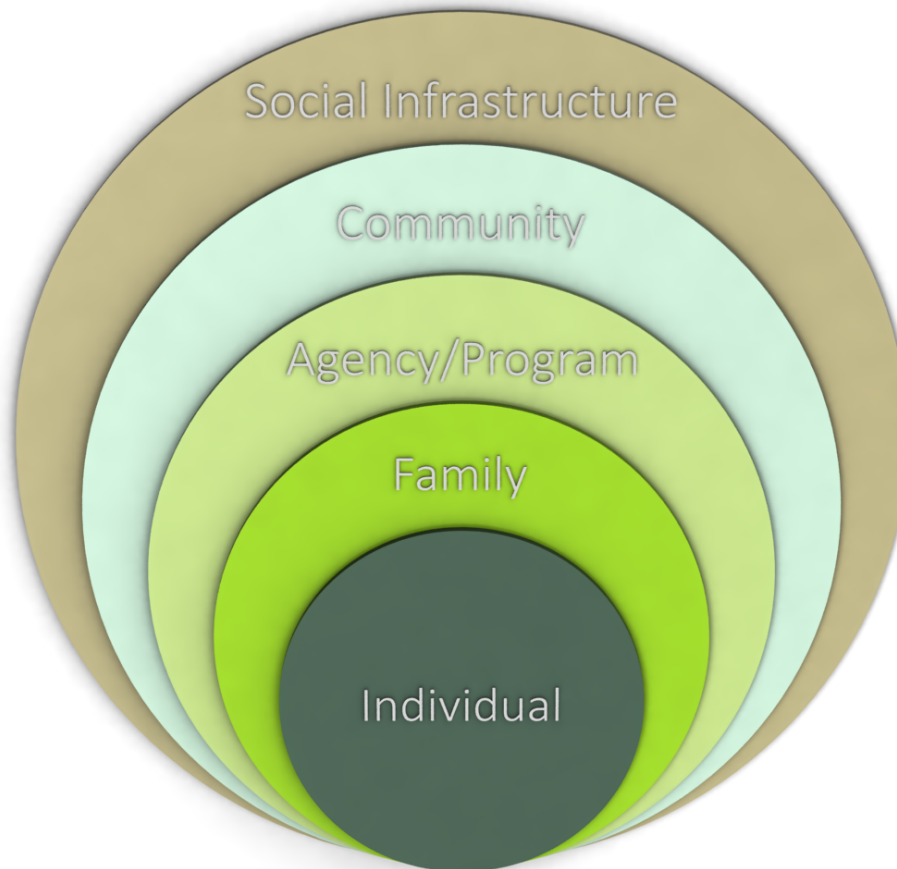
Environmental
impact analysis



Social impact
analysis

Social Impact = The Ripple Effect

Where is the ripple-effect (value) of your work being witnessed or experienced?





Housing fits in the middle of everything. It is physical design, it is community economic development, it is social development, it is important to health and educational outcomes, it can be a poverty reduction tool, and it is investment, a wealth creator and a generator of economic development. It is both an individual and public good.

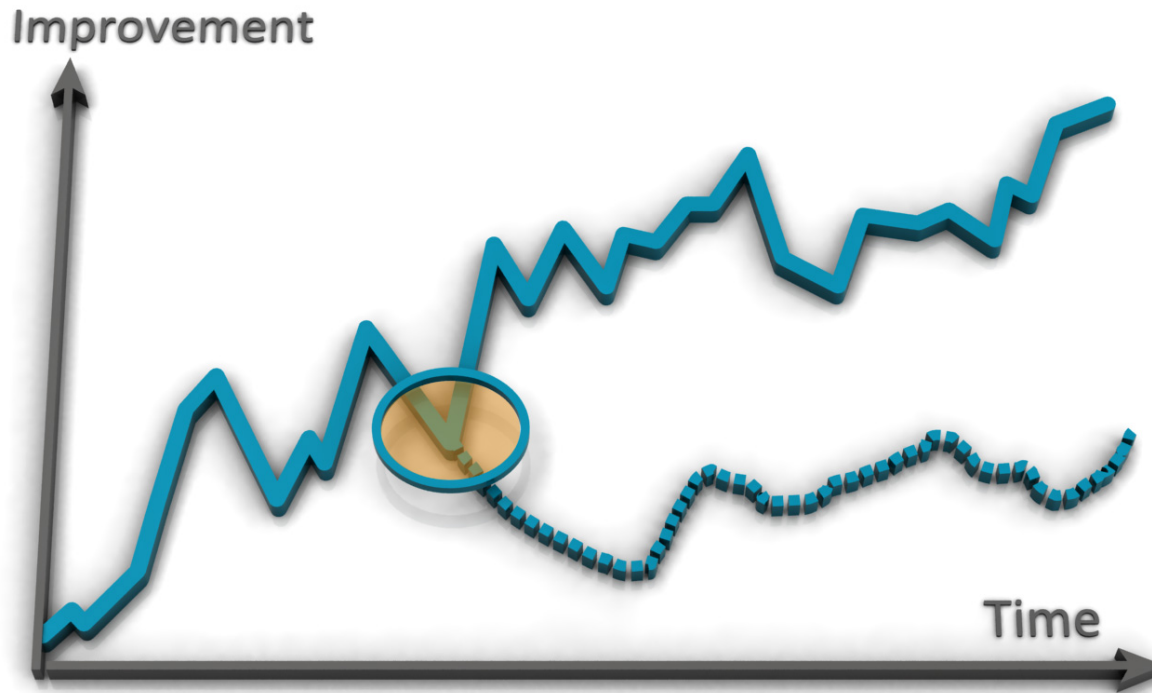
Modified from D. Myers

Describing Your Value



- Zoom out to describe “the ripple-effect”
 - Individual outcomes (top 3)
 - Population-level outcomes (1 or 2 good ones)
 - Community-level impacts (1 or 2 good ones)
 - Systems-level impacts (1 or 2 good ones)
- Track the most powerful indicators
- Tell your best impact story

Comparing Trajectories



S.C.A.P.E.

- **S**can
- **C**ollect
- **A**nalyze
- **P**rioritize
- **E**-value-ate

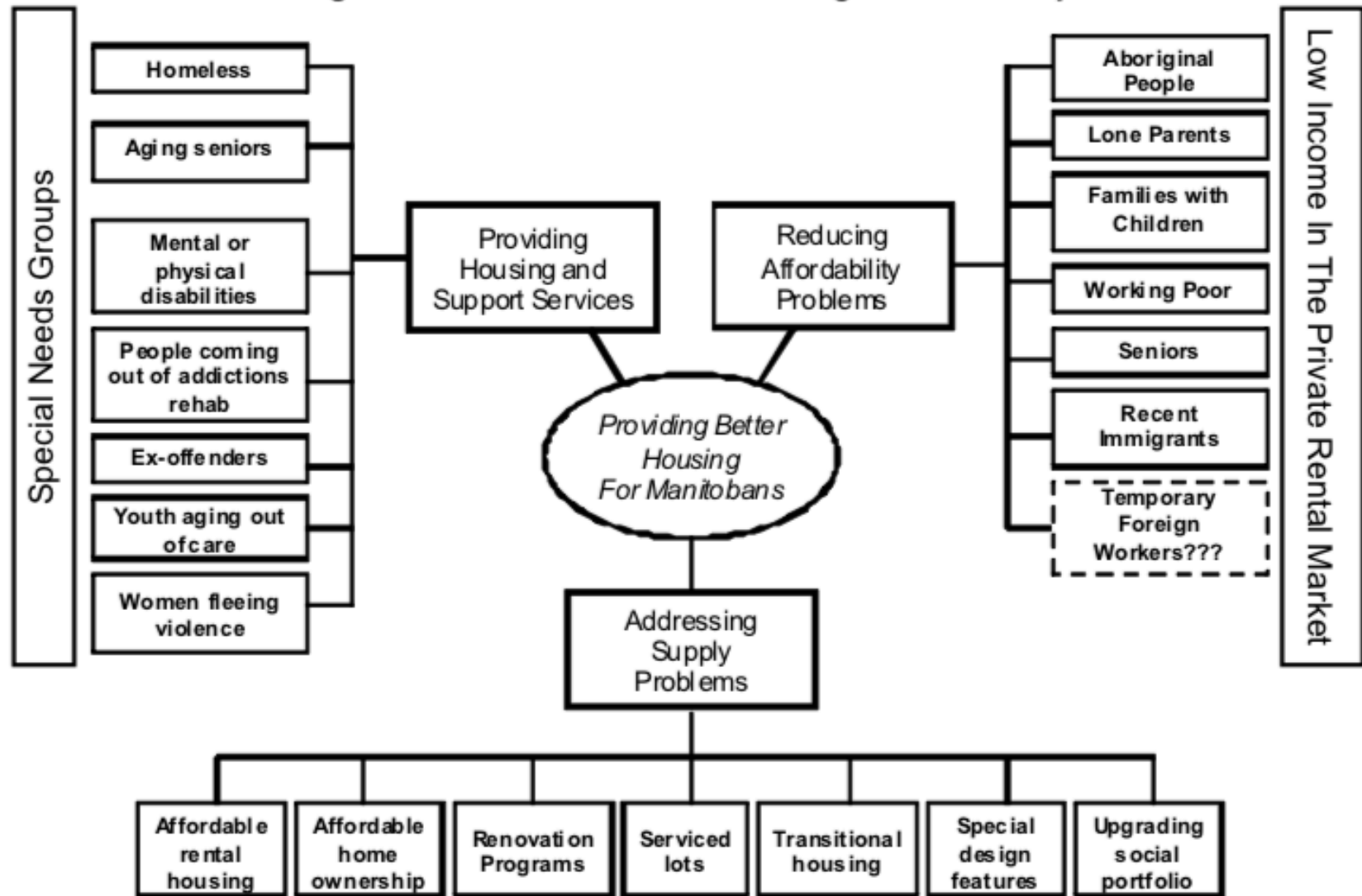


1. Scan

Beneficiaries

- Who are your primary beneficiaries?
- Who are your secondary beneficiaries?
- What is your ripple-effect?
- Who else is experiencing or witnessing changes?
- Who are you trying to communicate your value to?

Figure 1: Identification of Housing Needs Groups



2. Collect

What evidence will you collect about your impact?

- Inputs
- Outputs
- **Outcomes (for individuals and groups)**
- **Impacts (social determinants of health)**

Tools for Evaluating

Observations

Discussions

Focus groups

Surveys

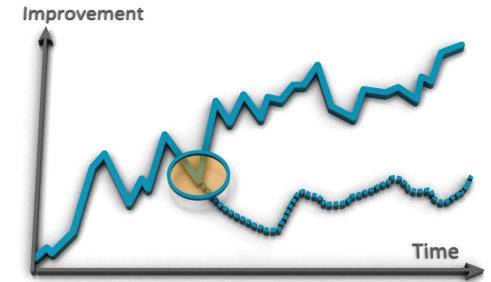
Interviews (Story)

Statistical analysis

Proxy analysis



New Questions



NOW: How are things going? Where are you at? What is happening for you and your family now?

CROSSROADS: What did the agency do to help you? How would you compare “now” to “then”?

WHAT IF: What might have happened if you hadn’t had the help? Who else might have helped you?

WHAT NOW: What are you planning now? What’s possible now that wasn’t possible before?

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3. Analyze



What categories and patterns do you see (at a given moment and/or over time)?

- Types of change
- Levels of change (individual, family, community, system)
- Significance of those changes (the ripple-effect)

Describing the “Ripple-Effect”

TYPES OF INDIVIDUAL CHANGE

Awareness and Knowledge

Attitudes and Motivations

Skills and Behaviour

Participation

Discourse*

Capacity or Potential

BROADER CHANGE

Family/Home life

Legal Concerns

Physical/Mental/Emotional Health

Economic/Financial Concerns

Education

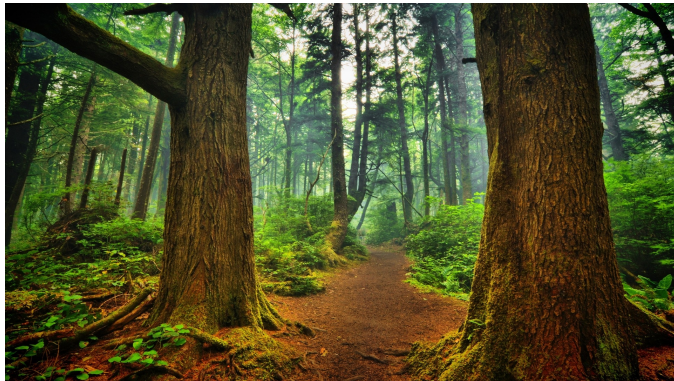
Culture

Community “Belonging” and “Well-being”

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Describing Longer-Term Change

IMPROVEMENTS & PREVENTATIVE EFFECTS



Conditions (economic, financial, social)

Public Awareness and Understanding

Values and Culture

Systems and Processes

Policies

Infrastructure and Shared Assets

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4. Prioritize

Who is your audience?

Transformational Perspectives

(learning, enjoyment, social engagement, usefulness, intellectual stimulation, **change**)

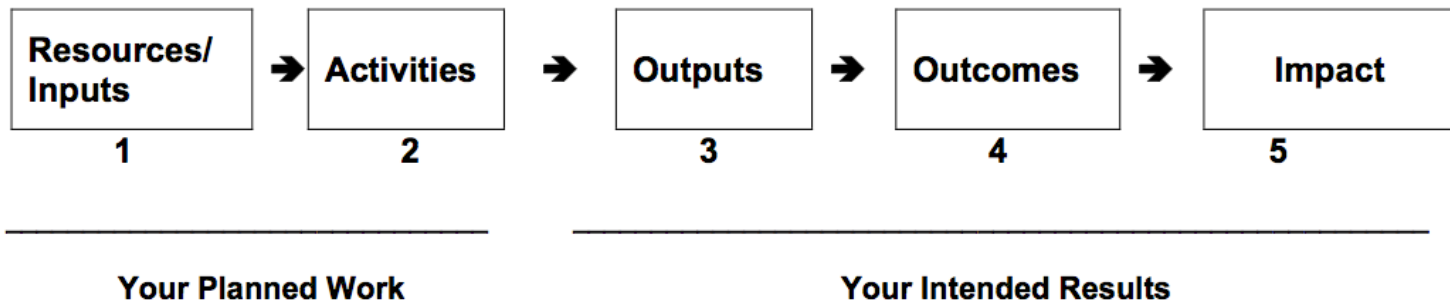


Instrumental Perspectives

(revenue, cost-savings, profit, reach, growth, improvement, problem-solving, control, status, recognition, **change**)

5. E-value-ate

How can you attach a value statement to the **financial/economic, social and environmental value** of your work?



- Track a small number of relevant outputs (“countables”)
- Monetize those individual-level outcomes that are easy to monetize



Zoom out!!

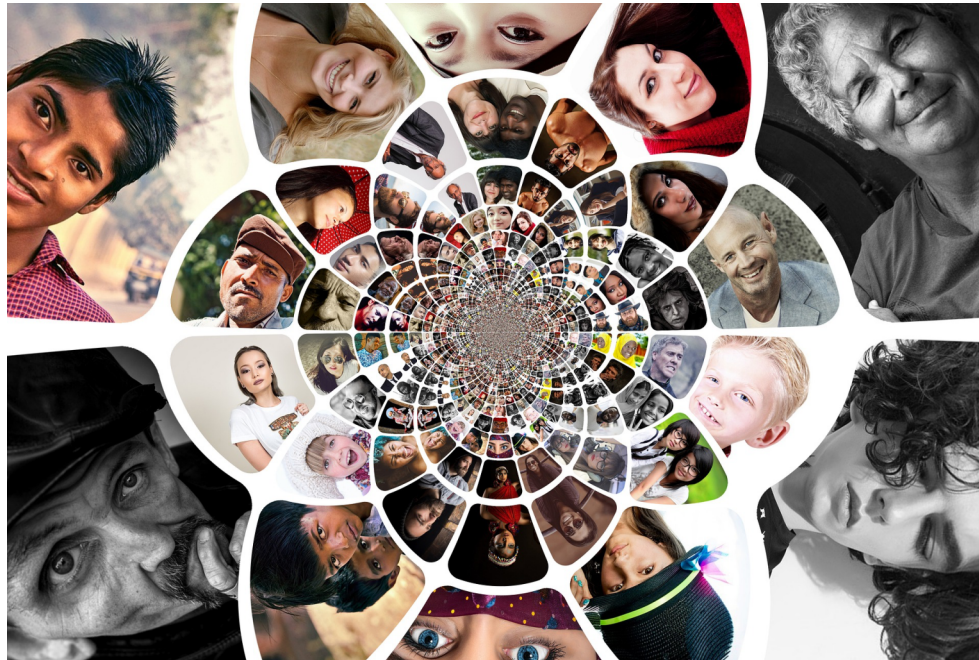
- Extrapolate to describe likely population-level outcomes
- Identify your areas of strongest “ripple-effect” beyond your primary beneficiaries (and track them!)
- Get feedback from your impact partners about the changes they’re witnessing or experiencing
- Get corroborating evidence about the significance of those changes
- Think about how best to describe your impact in language that makes sense to your target audience

Why story and impact work together

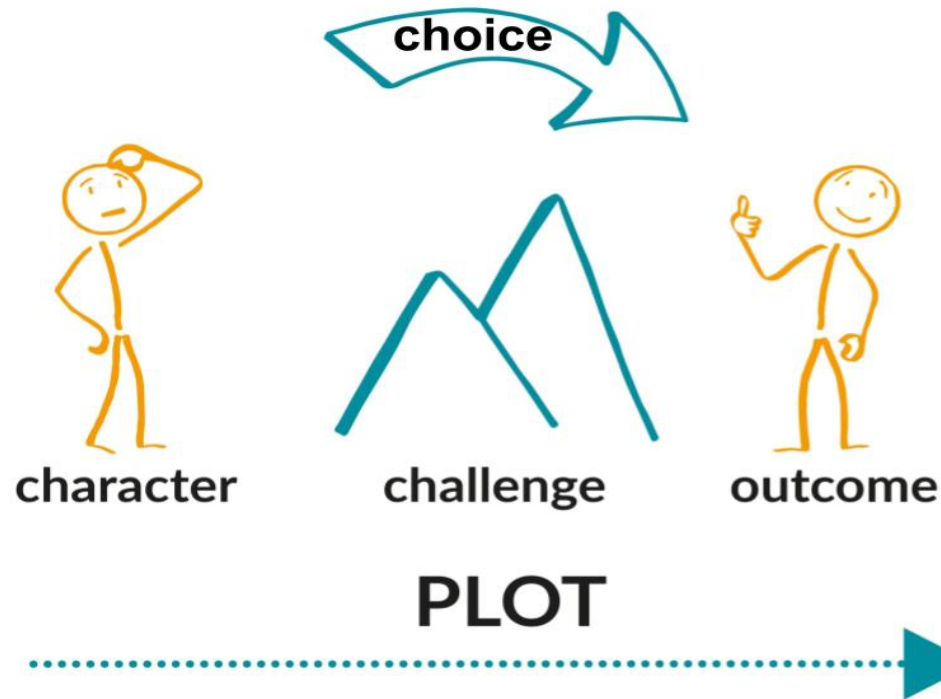
Stories build connections



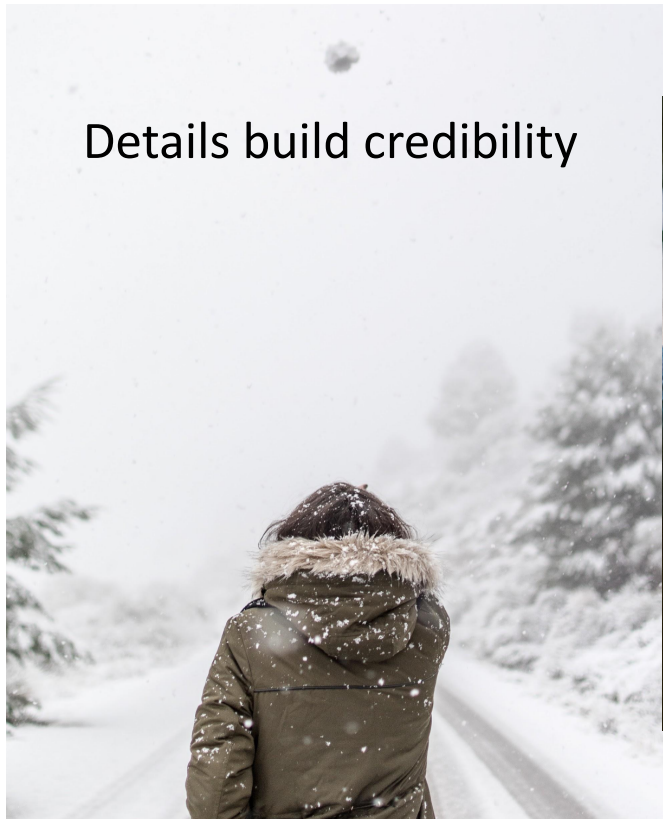
Stories hold complexity



Stories capture change



1. Make it relatable



Details build credibility

Human elements invite connection



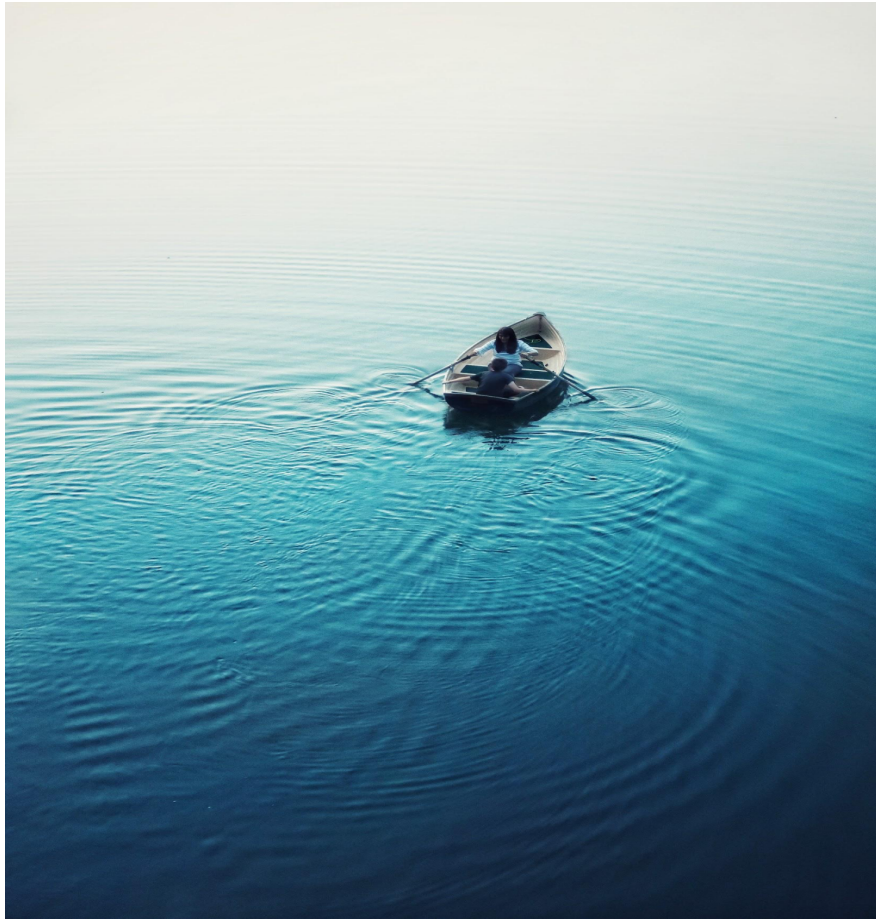
2. Map out where beneficiary starts and where they land (outcome)



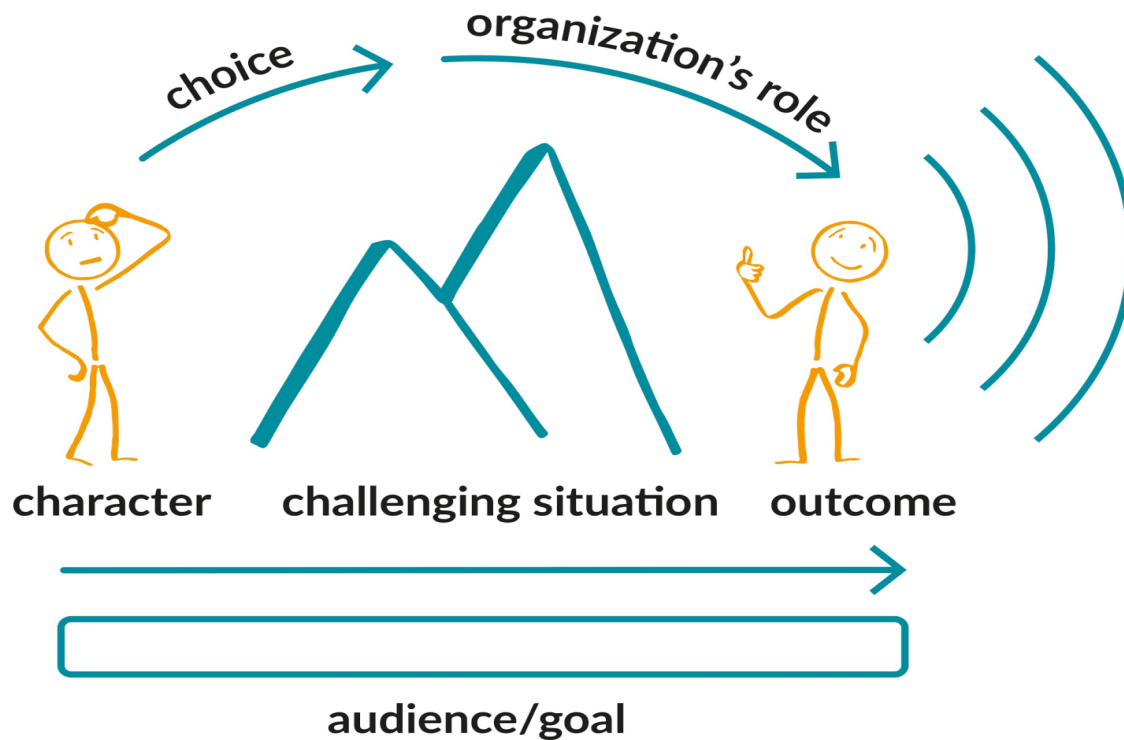
3. Identify key turning points that moved the beneficiary forward (their choice, settlement organization's role)



4. Zoom out to the ripple effects.



Building Your Impact Story



Grace and Abe: The “Ripple-Effect”

TYPES OF INDIVIDUAL CHANGE

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Attitudes and Motivations

Skills and Behaviour

Participation

Discourse*

Capacity or Potential

BROADER CHANGE

Family/Home life

Legal Concerns

Physical/Mental/Emotional Health

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Culture

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Summary

- E-value-ation is about describing value ... which can include outputs, outcomes and impacts
- Impacts can be witnessed or experienced at various levels (individual, population, community, systems).
- Develop an evaluation strategy that feeds your impact stories: scan, collect, analyze, prioritize, evaluate
- Collect new stories by asking new questions.
- Think about how best to describe your impact to others.

Tools for Evaluating

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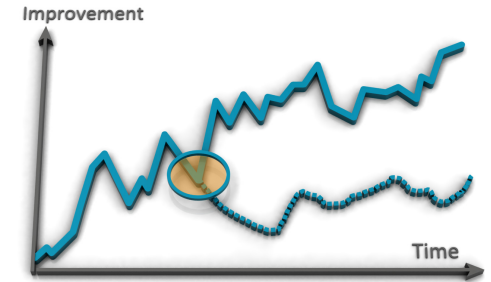
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Thank you!



Margerit Roger, M.Ed.

“Seeing the Parts Within the Whole”

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Cate Friesen

“When you understand the story, you are engaged,
connected, intentional, and strategic”.

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