

# € TRAINING

Advanced Course: The Art of Measuring  
Impact



12 - 23 August 2024  
Madrid (Spain)



# Advanced Course: The Art of Measuring Impact

REF: H2134 DATE: 12 - 23 August 2024 Venue: Madrid (Spain) - Fee: 7950 Euro

## Introduction:

The purpose of this training course is to provide participants with a comprehensive understanding of the principles, tools, and techniques for measuring the impact of social programs and initiatives. Participants will learn how to design, implement, and evaluate impact assessments to ensure that social programs and initiatives are achieving their intended outcomes.

## Course Objectives:

At the end of this course, the participants will be able to:

- Understand the concepts of impact measurement and how it relates to social programs and initiatives
- Learn about different methods and tools for measuring impact
- Identify key indicators to measure impact and how to collect data
- Learn how to analyze impact data and interpret results
- Develop skills in designing and implementing impact assessments
- Understand how to use impact data to inform program improvement and decision making

## Targeted Audience:

- Program managers
- Project coordinators
- Social entrepreneurs
- Government officials
- NGO leaders
- Grant writers
- Social impact investors
- Monitoring and evaluation officers
- Research and development professionals
- Nonprofit executives

## Course Outline:

### Unit 1: What is Impact Measurement?

- Why is Impact Measurement important?
- Impact Measurement frameworks and models
- Types of impact measurement process, output, outcome, and impact
- Key concepts and principles of impact measurement

### Unit 2: Identifying stakeholders and beneficiaries

- Defining program goals and outcomes
- Developing logic models and theories of change
- Identifying key performance indicators KPIs

- Data collection methods for impact measurement

### Unit 3: Quantitative and qualitative data collection techniques

- Developing surveys and questionnaires
- Conducting interviews and focus groups
- Using secondary data sources
- Triangulation and data validation

### Unit 4: Data analysis techniques for impact measurement

- Descriptive statistics and data visualization
- Inferential statistics and hypothesis testing
- Qualitative data analysis techniques
- Impact evaluation methods

### Unit 5: The role of impact measurement in program improvement

- Communicating impact data to stakeholders
- Making evidence-based decisions using impact data
- Ethical considerations in impact measurement
- Case studies and best practices in impact measurement

### Unit 6: Impact Measurement Tools and Software

- Introduction to Impact Measurement Tools
- Overview of Impact Measurement Software
- Data Visualization and Reporting
- Case Study on Impact Measurement Tool and Software

### Unit 7: Communicating Impact

- Introduction to Communicating Impact
- Identifying Target Audiences
- Impact Reporting and Storytelling
- Using Impact Data to Drive Programmatic Decision Making

### Unit 8: Evaluating Program Effectiveness

- Introduction to Program Effectiveness Evaluation
- Evaluating Program Outputs and Outcomes
- Comparing Actual Results to Intended Results
- Improving Program Effectiveness Based on Evaluation Findings

### Unit 9: Impact Measurement for Sustainable Development

- Introduction to Sustainable Development
- Incorporating Sustainable Development into Impact Measurement
- Measuring the Impact of Sustainable Development Goals
- Case Study on Impact Measurement for Sustainable Development

## Unit 10: Workshop and Group Exercise

- Designing an Impact Measurement Plan
- Developing Impact Indicators and Data Collection Methods
- Analyzing and Interpreting Impact Data
- Communicating Impact to Targeted Audiences