

# The Social Outcomes Lab's NGO Social Impact Assessment Training



## Why capability building for social impact measurement?

Your organisation does great work – helping people, making a difference and impacting communities. A lot of amazing work happens, but it's not always easy to articulate the impact.

Funders increasingly require organisations to articulate the impact of the programs they are funding. Now, more than ever, it's important that organisations build their capabilities to clearly articulate the impact, with a strong evidence base.

In a nutshell – impact assessment is a way of:

1. Telling your impact story
2. Demonstrating the value of your program through social return on investment
3. Explaining to funders why your program should be invested in
4. Understanding what's working well and how you can make more of a difference
5. Letting the world know that your program is evidence-based (and if it isn't yet, you know what you need to do to get there)

## The Social Outcomes Lab's NGO Social Impact Assessment Training



## SouLab's Social Impact Assessment Training Package

Our expertise and passion are in measuring social impact. We basically love it and live it.

Over many years, we've worked with a range of partners across the social services sector to help them measure their social impact. Time and time again, we've heard from the NGO sector that there is a need for capability development in order to build this expertise in-house.

To support this, we've developed this NGO Social Impact Assessment Training package based on our robust and tested impact assessment process, tailored to the needs of NGOs. The package consists of three training modules that can be completed from start to finish or as individual modules, depending on where your NGO is at. The three modules together cover all the necessary steps in the process of developing a social impact assessment framework and are welcoming to all knowledge levels.

We are very excited about this offering and it has been a work in progress over a number of years. We are eager to share our knowledge with the NGO sector as we believe that together we can drive better outcomes for people living in disadvantage.

We welcome you to join us and other like-minded NGOs on a journey of even better social outcomes together!

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## Training Options

Training modules	Impact Assessment areas covered	Format	Length	Group size	Price
Basic Training (Social Impact Assessment for NGOs 101)	<ul style="list-style-type: none"> <li>Understanding Impact Assessment terminology and steps involved</li> <li>Develop a draft Theory of Change</li> </ul>	Online workshop	2 hours	Up to 15 people	\$300 per person
Intermediate Training	<ul style="list-style-type: none"> <li>Refine your Theory of Change</li> <li>Develop an overarching Outcomes Framework, with key indicators and measures</li> </ul>	Face-to-Face (Canberra)	6 weeks 3 x 2 hours	Up to 5 people	\$3,000 per person
Advanced Training	<ul style="list-style-type: none"> <li>Develop a data collection approach, including data collection instruments with validated tools</li> <li>Guidance on the data collection process</li> </ul>	Face-to-Face (Canberra)	6 weeks 3 x 2 hours	Up to 5 people	\$3,000 per person

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## Basic Training (Social Impact Assessment for NGOs 101)

This module provides an overview of social impact assessment. It will cover the terminology, the steps involved and practical considerations for developing a social impact assessment framework.

This framework will also go into detail on the first step in articulating social impact which is developing a Theory of Change. We will take you on a step by step journey on developing a Theory of Change and showcase Theories of Change from different NGOs and consider best practice.

### This workshop will cover

- What is a social impact assessment framework and what is involved in developing one
- How to develop a Theory of Change for your organisation (consolidated or program level) that includes the voices of people with lived experience that your organisation supports

### What you will need to bring

- An understanding of your programs and the impact your organisation is trying to achieve. This includes understanding the people your organisation supports and some ideas on how you might incorporate them into the Theory of Change
- Any past impact assessment documents. We want to incorporate all past thinking so as to not 're-create the wheel'

### Learning outcomes

At the end of the workshop, you will:

- Understand Impact Assessment terminology, steps involved, and practical considerations to develop a social impact assessment Framework
- Become equipped in applying Impact Assessment techniques, in particular, theory of change techniques
- Develop a working Theory of Change

Training module	Format	Length	Group size	Price
Basic Training	Online workshop	2 hours	Up to 15 people	\$300 per person



## Intermediate Training

In this training module, we will work with you to refine your organisation's Theory of Change and develop an overarching Outcomes Framework, including meaningful outcome statements, key indicators and measures. At the end of the three sessions in this module, you will be able to clearly and concisely tell your impact story.

### This training will cover

- **Workshop 1: Developing an understanding of outcome indicators and measures** – Learn what an Outcomes Framework is, how to write a meaningful outcomes statement, and start to develop your overarching Outcomes Framework
- **Workshop 2: Refining your key indicators and developing relevant measures** – Guidance on selecting and refining your key indicators, and learning how to develop relevant measures to meet your reporting needs
- **Workshop 3: Aligning your Outcomes Framework** – Guidance on how to refine your measures and how to refine your Theory of Change to reflect the developed Outcomes Framework

### What you will need to bring

- Your organisation's current or working Theory of Change and any other impact assessment documents. We want to incorporate all past thinking so as to not 're-create the wheel'
- An understanding of what data is currently being collected and, if applicable, what data you aren't currently collecting but want to collect

### Learning outcomes

- A refined Theory of Change for your organisation
- Develop an overarching Outcomes Framework, including a meaningful outcomes statement, key indicators and measures
- Define indicators and measures in terms of reporting needs

Training module	Format	Length	Group size	Price
Intermediate Training	Face-to-Face (Canberra)	6 weeks 3 x 2 hours	Up to 5 people	\$3,000 per person





## Advanced Training

Your organisation has a Theory of Change and defined outcome indicators and impact measures, but how do you measure your impact? What data should you collect? What is the best way to collect that data? This training module will support you in developing your organisation's data collection instruments and collection process.

### This training will cover

- **Workshop 1: Developing an understanding of data collection aims** – Learn how to connect your outcome indicators and impact measures to your data collection approach, and ascertain the best way to collect data
- **Workshop 2: Data collection instrument development and dissemination** – Guidance on developing your data collection instruments (surveys, interview guides for focus groups), incorporating validated tools, and dissemination
- **Workshop 3: Undertaking data collection** – Guidance on the data collection process, the common challenges and solutions, and next steps

### What you will need to bring

- Your organisation's Impact Assessment Framework – this includes the Theory of Change and overarching Outcomes Framework
- An understanding of what data is currently being collected and what data you aren't currently collecting but want to collect
- An understanding of your organisation's capabilities to collect data

### Learning outcomes

- Become equipped to undertake data collection and problem-solve collection issues that you might encounter while undertaking data collection
- Develop a data collection plan based, that can be implemented at the conclusion of the training
- Develop evidence-based instruments that incorporate validated tools

Training module	Format	Length	Group size	Price
Intermediate Training	Face-to-Face (Canberra)	6 weeks 3 x 2 hours	Up to 5 people	\$3,000 per person