# inFocus IMM eLearning courses

Impact measurement and management (IMM) remains a significant challenge for non-profits and social enterprises around the world. inFocus Consulting Ltd have applied 15 years of IMM experience to develop eLearning (online) courses that will help organisations to:

▶ *Measure social impact:* monitor and evaluate the social or environmental impact generated from a service or product

▶ *Manage social impact:* unlock the potential of measuring impact to improve and grow.

The eLearning courses cover IMM topics in a fun and engaging way using videos, articles, interactive exercises and case-studies. Users also have the option to join forum discussions, group webinars and 1:1 tutorials to interact with experienced course tutors and other learners.
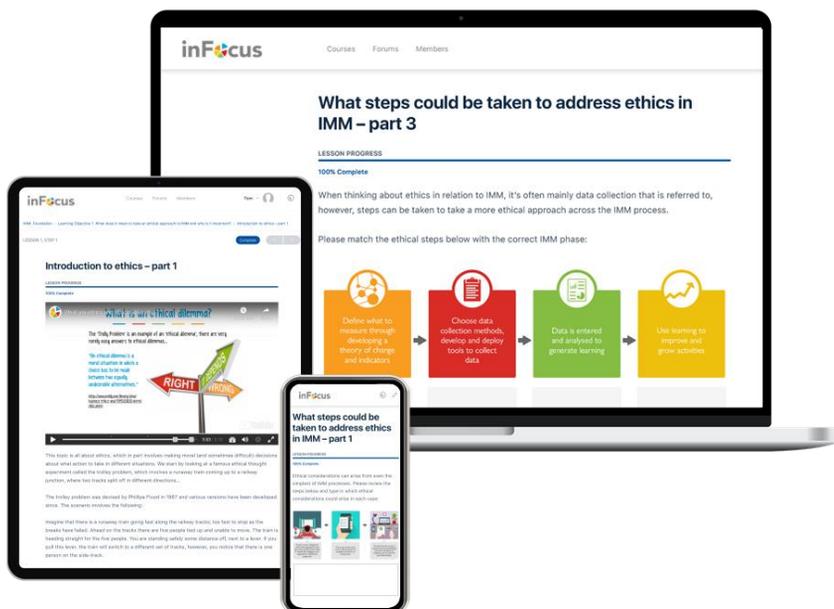
How to sign up for the courses?

We are pleased to offer **ALL Sport Unites/ MEEF grantee organisations** access to **all 3 courses** and the associated webinar based tutorials, for up to **3 team members per organisation,** until the end of September 2020. To register your organisation please click below and fill out the form.

Sport Unites Projects Register Here	MEEF Projects Register here

3 eLearning courses

There are three courses which have been designed by experienced IMM practitioners and experts in Digital Education from the University of Edinburgh.

IMM *Introduction*

A brief introduction to the topic of IMM and why it is important. The course includes 2-hours of online content and the option to join a 90-minute group webinar.

IMM *Foundation*

The course builds on the IMM *Introduction* to help organisations to understand and speak confidently about key IMM topics. The course includes 8 hours of online content and the option to join 4 weeks of 90-minute group webinars.

IMM *Builder*

This course builds on the IMM *Foundation*, taking users on an in-depth journey into how to develop the tools and processes needed to effectively measure and manage impact. The course includes 20 hours of online content and the option to join 8 weeks of 90-minute group webinars.

How to complete the courses?

The courses are ideally completed in sequence. The *Introduction* and *Foundation* courses we recommend everyone completes, however, the *Builder* course is perhaps more suited to those with direct IMM responsibilities. Those more experienced in IMM could also progress directly from the *Introduction* course to the *Builder* level. Organisations can choose to go through the courses at their own time and pace, or to complete the course alongside group webinars (over 4 weeks for IMM *Foundation*, or 8 weeks for IMM *Builder*).

What do you get from the courses?

Each of the courses includes an automated assessment at the end of each learning objective and all users completing the course will receive a certificate. Completing all three of the courses above also opens up ongoing professional development opportunities as an **inFocus IMM Alumni** with free access to bi-monthly IMM webinars run by inFocus experts. Each course will also include course materials including practical 1-page guides and workbooks.

Builder Course: 1 to 1 Tutorials and Tutor-led Assessments

For those taking the IMM Builder course and wishing to get **additional 1:1 support** from a course tutor, you can also sign up for this via your online account.

Tutoring provides tailored weekly advice and guidance sessions to help develop your tools and processes and a final end of course review and quality assessment of your IMM tools and processes developed, culminating in an Advanced IMM Builder Certificate of Achievement. See our website for more details.

Course timings and content

	IMM *Introduction*	IMM *Foundation*	IMM *Builder*
OVERVIEW	This course covers the basics of IMM with a brief introduction to the topic of IMM, why it is important and what is needed for effective IMM.	The course builds on the IMM *Introduction* to help organisations to understand and speak confidently about key IMM topics.	This course builds on the IMM *Foundation*, taking users on an in-depth journey into how to develop the tools and processes needed to effectively measure and manage impact.
TIMING	The course includes 90 minutes of online content and the option to join a 90-minute group webinars.	The course includes 5 hours of online content and the option to join 4 weeks of 90-minute group webinars.	The course includes 15-20 hours of online content and the option to join 8 weeks of 90-minute group webinars.
LAUNCH DATES AND (OPTIONAL) WEBINARS	▶ **One accompanying Webinar** **View Webinar Dates / Times**	▶ **Four accompanying webinars** over a four week period **View Webinar Dates / Times**	▶ **eLearning available:** Fri 22 May ▶ **Eight accompanying webinars** over an eight week period **View Webinar Dates / Times**
TOPICS	▶ What is impact measurement and management? ▶ What are the benefits of effective IMM? ▶ What needs to be in place for effective IMM?	▶ Who to involve in the IMM process and how to get support ▶ What is Participatory IMM ▶ What does it mean to take an ethical approach to IMM and why is it important? ▶ Introducing theory of change ▶ What is an indicator and why are they important? ▶ What methods are available for impact measurement? ▶ What is a sample and what are the different types of sampling? ▶ What factors to consider when developing data collection tools? ▶ What to consider when deploying data collection tools? ▶ Introducing data analysis ▶ Introducing impact management and using learning ▶ What are the different ways of communicating impact?	▶ How to take a more participatory approach to IMM ▶ How to take an ethical approach to IMM ▶ How to develop a theory of change ▶ Using a theory of change as a basis for IMM ▶ How to develop indicators ▶ How to operationalise indicators ▶ How to choose IMM Software ▶ How to get the right sample ▶ How to select between different data collection methods? ▶ How to develop question-based tools ▶ How to deploy common qualitative and qualitative data collection methods ▶ How to effectively deploy data collection tools ▶ How to conduct quantitative analysis ▶ How to conduct qualitative analysis ▶ How to use learning to drive improvements and performance ▶ How to write an impact report ▶ How to use IMM to support fundraising/investment