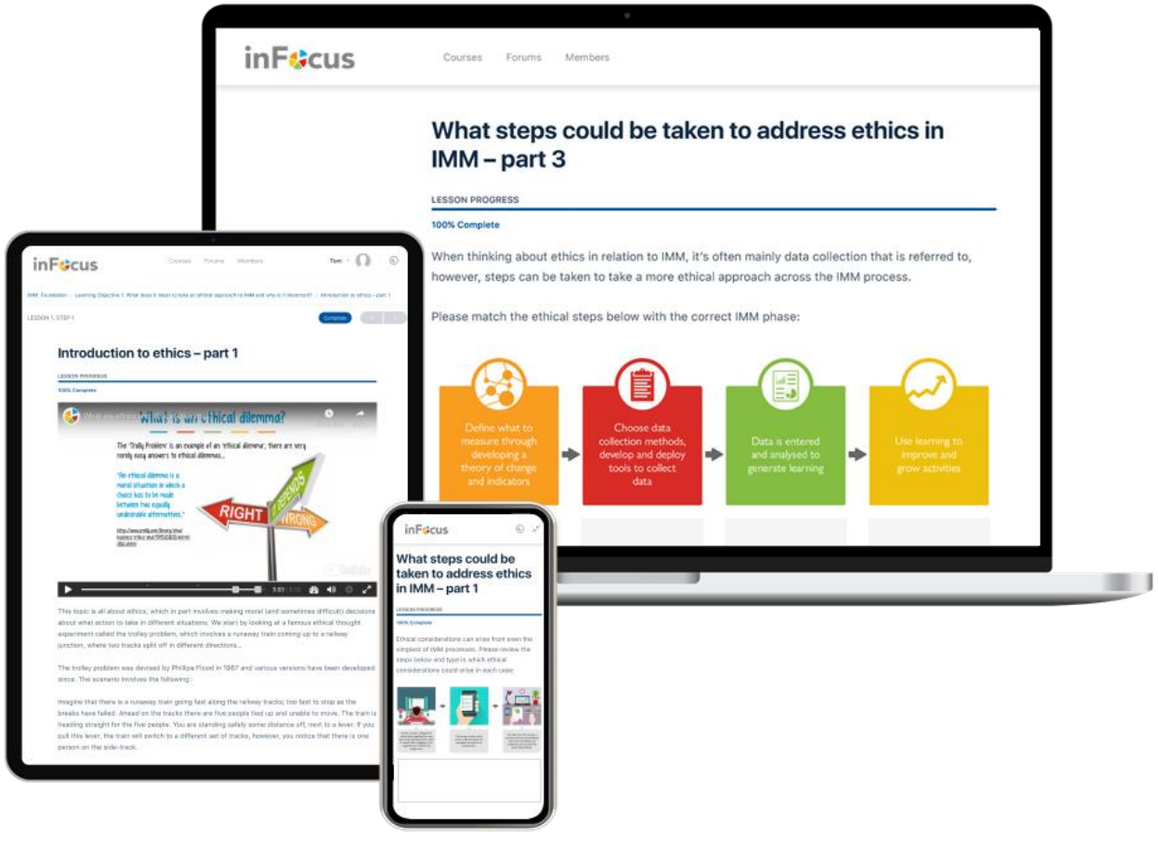
Introducing the *IMM: Builder* Course

The **Impact Measurement and Management (IMM) Builder Plus** course takes users on an in-depth journey into how to develop the tools and processes needed to effectively measure and manage impact**.**

The course includes 12 eLearning modules to complete in your own time (each takes an average of 1 hour to complete), and 6 optional 90-minute webinars where you can practice your new IMM techniques with other learners from around the world. A map of the modules and webinars is on the next page.

The eLearning modules below, released gradually over 6 weeks, cover IMM topics in a fun and engaging way using videos, articles, interactive exercises and case-studies. Users also have the option to join webinars and forums to interact with experienced course tutors and other learners



How does it relate to other IMM courses?

We recommend that all users complete the 1-hour IMM: Introduction course prior to IMM: Builder, as it introduces key concepts and terminology. If you are new to IMM, we would also recommend completing the IMM: Foundation course before taking part, as this will give you a strong understanding of IMM topics. However, the IMM: Builder course does include a recap of topics covered in the Foundation course, at the start of each module.

Are the webinars compulsory?

The six webinars are not compulsory, you can compete the eLearning modules at your own time and pace if you prefer to. However, the webinars are an opportunity to get practical advice and guidance, whilst applying the techniques from the course with learners from around the world, and we recommend attending.

Do I need to complete the eLearning modules before attending the webinars?

We would recommend completing the related eLearning modules shown on the next page before taking part in the webinar, although this is not compulsory and you are still very welcome to attend. Some students on the course prefer to attend the webinars first as an introduction to the eLearning modules.

Do I get a certificate for completing the course?

All users completing the course, and getting the required pass-mark in the final assessment, will receive a certificate.

How long are the eLearning modules available for?

The eLearning modules will be available until the end of August, so you will have time to complete, or go back and review the modules, after the webinars finish. There are also a range of templates and guides available to download throughout the course that are designed to help to improve IMM processes and tools.

Will there be an opportunity to interact with other learners?

Webinars for the course are focused on practicing key IMM techniques, with input from different participants from around the world. Users will also have the option to join forums to share outputs from the course.

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IMM: Builder Course Map

The IMM: Builder course includes 12 eLearning modules to complete in your own time, and 6 webinars where you can practice your new IMM techniques with other learners from around the world.

Webinars

Webinar:
Introductions, participation and ethics
Friday 5th June

Webinar:
How to develop a theory of change and indicators
Friday 12th June

Webinar:
Choosing methods, software and sampling approach
Friday 19th June

Webinar:
Developing and deploying data collection tools
Friday 26th June

Webinar:
How to conduct quantitative and qualitative analysis
Friday 3rd July

Webinar:
How to communicate impact and how use learning to drive performance
Friday 10th July

eLearning modules

Step 1: How to take a more participatory approach to IMM

- What is participatory IMM
- What are the advantages and disadvantages of participatory IMM
- How to take a more participatory approach to IMM
- How to work with funders/impact investors across the IMM process
- How to involve children and young people in IMM

Step 2: How to take an ethical approach to IMM

- What are ethical principles in relation to IMM
- What practical steps could be taken to address ethics in IMM
- What are ethical advisory boards
- What is data collection and why is it important
- What steps can be taken to protect data

Step 3: How to develop a theory of change

- What are some of the main challenges with developing theories of change
- How to develop a plan for developing a theory of change
- How to develop a theory of change
- How can a theory of change be used to help to select and prioritise outcomes and assumptions
- What to consider when prioritising outcomes and assumptions

Step 4: How to develop indicators

- Who could be involved in the process of developing indicators
- How to develop high quality indicators and complete a measurement framework
- Where to find existing indicators
- Intangible outcomes and the use of proxy indicators
- How can indicators be prioritised and quality checked

Step 5: How to choose between different data collection methods and software

- How to make decisions about which data collection methods to select
- What are intangible outcomes and how can they be measured
- How to integrate methods into a data collection framework
- What are the benefits of a mixed method approach
- How can software support the IMM process
- How to select software for IMM

Step 6: How to get the right sample

- How to distinguish between sampling types and how to choose the right sampling method
- How to get the right sample size
- How to use sample calculators
- How to calculate degree of error and confidence level
- How to use weighting Construction and use of weighting (advanced
- What are the advantages and challenges of using random control trials

Step 7 part 1: How to develop question-based tools

- What to consider when developing question-based tools
- Where to find existing questions to use in question-based tools
- Using baseline and end-line data collection tools
- What is good practice in developing questions for question-based tools
- How to test question-based tools

Step 7 part 2: How to deploy data collection tools

- The importance of planning and training in data collection
- How do develop a plan for when and where to deploy data collection tools
- What are incentives and how to use them
- How to train staff to use data collection tools
- How to use common quantitative and qualitative methods and tools
- How to use monetary methods for impact measurement

Step 8 part 1: How to conduct quantitative analysis

- How to prepare for data analysis
- How to ensure that data is fit for purpose (data quality)
- What do we mean by quantitative analysis and the steps in relation to this?
- The key steps to take to analyse quantitative data

Step 8 part 2: How to conduct qualitative analysis

- How to prepare for data analysis
- How to ensure that data is fit for purpose (data quality)
- The difference between different qualitative analysis approaches
- The key steps to take to analyse qualitative data
- How to bring together qualitative and quantitative data
- How to embrace unexpected outcomes

Step 9: How to communicate your impact

- What to avoid when communicating impact
- How to write effective findings, conclusions and recommendations
- How to assess the quality of impact reports
- How to effectively share results
- How to use results to support fundraising and investments

Step 10: How to use learning to drive performance

- How to share learning from the IMM process
- What are the challenges, and potential solutions, in driving changes and improving performance
- How to embed impact into management systems
- What are some of the more comprehensive change management processes that can be adopted