Tips on taking a participatory approach to IMM

Participatory Impact Measurement and Management (IMM) refers to an approach in which stakeholders are involved, to different extents, in the IMM process.

There are many different factors to consider when taking a more participatory approach to IMM, which we cover in our **IMM: Builder course**.

The list to the right includes examples of different actions you can take in a more participatory approach to IMM. As we cover in the course, it is important to consider the extent to which you have the expertise and resources to put these steps in place.

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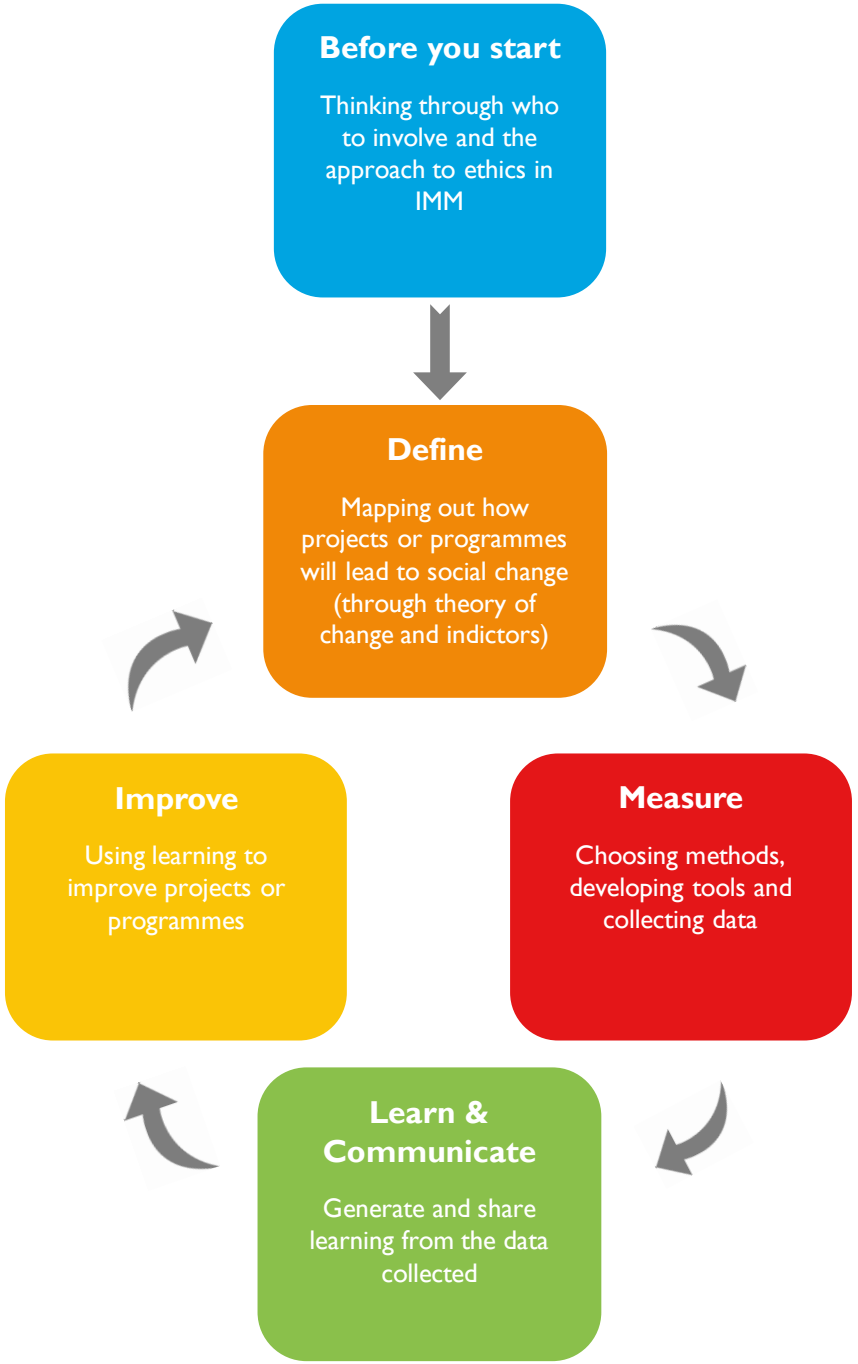

- If collecting data from users of a service or product in the community, members of the community could join an ethical review board.
- Staff and volunteers involved in collecting data can help to set ethical guidelines for the data collection process.
- Involving stakeholders in developing a theory of change, can help to ensure greater ownership and engagement. This could be directly in a theory of change workshop or in interviews/surveys prior to this.
- Stakeholders can also get involved in reviewing the theory of change and prioritising what to measure. For example, through looking at the theory of change and exploring learning questions based on this.
- Developing indicators with stakeholders can ensure that data collected is realistic and relevant. This could be to brainstorm new indicators or verify existing indicators.
- Using more creative data collection methods can increase engagement with stakeholders, as the methods can be enjoyable to take part in and involve an exchange of value.
- Stakeholders can be trained to help support with the data collection process, adding additional resources to impact measurement and supporting professional development.
- Developing/testing data collection tools with stakeholders can help to ensure they are more accurate and relevant.
- Working together with stakeholders to analyse data and draw out learning. This could involve sharing raw results and working together to generate findings, or sharing findings and working together to draw conclusions.
- Sharing results and learning with stakeholders in a variety of ways, for example: in a newsletter in a report to a funder on social media in a community meeting.
- Stakeholders can also be involved in deciding what action to take as a result of the findings. For example, holding a meeting to brainstorm action to take on the basis of findings.