# Complete Impact Manager Course

## Overview

June 2025

# Course Structure

**8** Live training sessions

## 4 Tutorials

Interactive webinars covering our **12 Steps to Impact Measurement** that encapsulate the essential concepts, processes and tools needed to design and build an effective impact measurement system.

## 4 Practicals

An opportunity to embed learning through the practical application of tools and processes - from using AI in impact measurement to developing a theory of change, data collection and analysis.

# Course Content

## 12 Steps to impact measurement

Our 12 Steps framework is the culmination of over 20 years' practical experience supporting organisations around the world to better understand and improve their social impact.

This is not a one-size-fits-all approach, the Steps are designed to help you think through the most appropriate way to measure impact in your context.

The course equips practitioners with the knowledge and tools needed to design and build effective impact measurement systems that facilitate learning and drive continuous improvement.

# Course Outline

Over a 4-week period the CIM webinar course incorporates Tutorials (x4) that systematically work through each of the inFocus 12 Steps to Impact Measurement. Alongside these are Practicals (x4) that provide an opportunity to deepen understanding across several critical areas and put the learning from the tutorials into practice.

**Tutorials** (120 mins*)

**Practicals** (90 mins*)

Week

Steps

## One

### Tutorial 1

- 0 Introduction to IMM and the 12 Steps
- 1 Defining purpose and who to involve in impact measurement
- 2 Taking an ethical approach

### Practical 1

Using Artificial Intelligence (AI) in Impact Measurement

## Two

### Tutorial 2

- 3 Develop a theory of change
- 4 Deciding overall approach

### Practical 2

Developing a theory of change and Logic Models

## Three

### Tutorial 3

- 5 Developing indicator frameworks
- 6 Choose between data collection methods
- 7 Getting the right sample
- 8 Developing question-based tools
- 9 Deploying data collection tools

### Practical 3

Developing an IM Framework and Learning Questions

## Four

### Tutorial 4

- 10 Conducting quantitative and qualitative analysis
- 11 Communicating your impact
- 12 Using learning to drive performance

### Practical 4

Qualitative data collection tools and Data Analysis

*Trainers also stay on for an additional 15 mins after each webinar for an informal Q&A for those with additional questions!

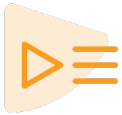
# What participants say

> The clear explanations of concepts, the interactive exercises and examples shared during the session offered practical applications that I can directly incorporate into my work.
>
> Abibata Bavug - UN-Habitat, Ghana

> Despite having limited prior knowledge, I was able to follow along and gain valuable insights from the content. The sessions provided a clear and engaging explanation, which made it easier for me to grasp the concepts being discussed.
>
> Kemisola Ibitoye - Fame Foundation, Nigeria

> I think that the training is very well done, all the information is there... since you share the recordings and all the documents, people have the option to redo the training at their own pace! I also find it very good that two people are hosting the training, because like that someone always has an eye on the questions in the chat box.
>
> Marie-Jo Ries - IOC Luxembourg

# Also included with the course



## CIM eLearning Modules

Includes flexible access to 15 interactive eLearning modules (8-10 hours) covering all 12 steps.

## Workbook & Templates

An interactive workbook including templates for all 12 Steps to impact measurement.

## Tools & Resources

A set of downloadable start-up tools including our 12-step guide to effective impact measurement.

## Certificate & Badge

On completion of the course participants are issued with a certificate and digital badge.

View course schedule and enroll

impactinfocus.com