



# Planning for Impact Tool Overview

- Understand the problem you are trying to address
  - Case for change (Step 1)
- Identify who it will affect, who will be interested
  - Stakeholder (beneficiary) identification and management (Step 2)
- Plan how you will involve, engage or inform you potential beneficiaries (Step 3)
  - Activities i.e. Knowledge exchange, public engagement, communication
- Consider how you will monitor and measure progress and success (Step 4)
  - Project monitoring and evaluation, gathering evidence of impact
- Resource your activities (Step 4)

# Planning template



Overarching impact goal:

1. Beneficiary/ User/ Stakeholder Who might benefit? Do you need to prioritise them?	2. Potential impact Potential /desired change	3. Type of engagement Inform/ Consult/ Collaborate	4. Appropriate Activity How are you going to reach beneficiaries: Events, Media, Website, Journals, conferences etc.	5. Support Additional staff resources needed?	6. Cost £/ €/ \$	7. When When do it?	8. Evaluation Monitoring and measuring success