



# **Unpacking What Works Embedding Impact Measurement Practices**

**Presentation to Mowat Centre  
Unpacking Impact Forum**

*Anton Simanowitz  
Social Performance Solutions*

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@antowitz

[www.socialperformance.net](http://www.socialperformance.net)

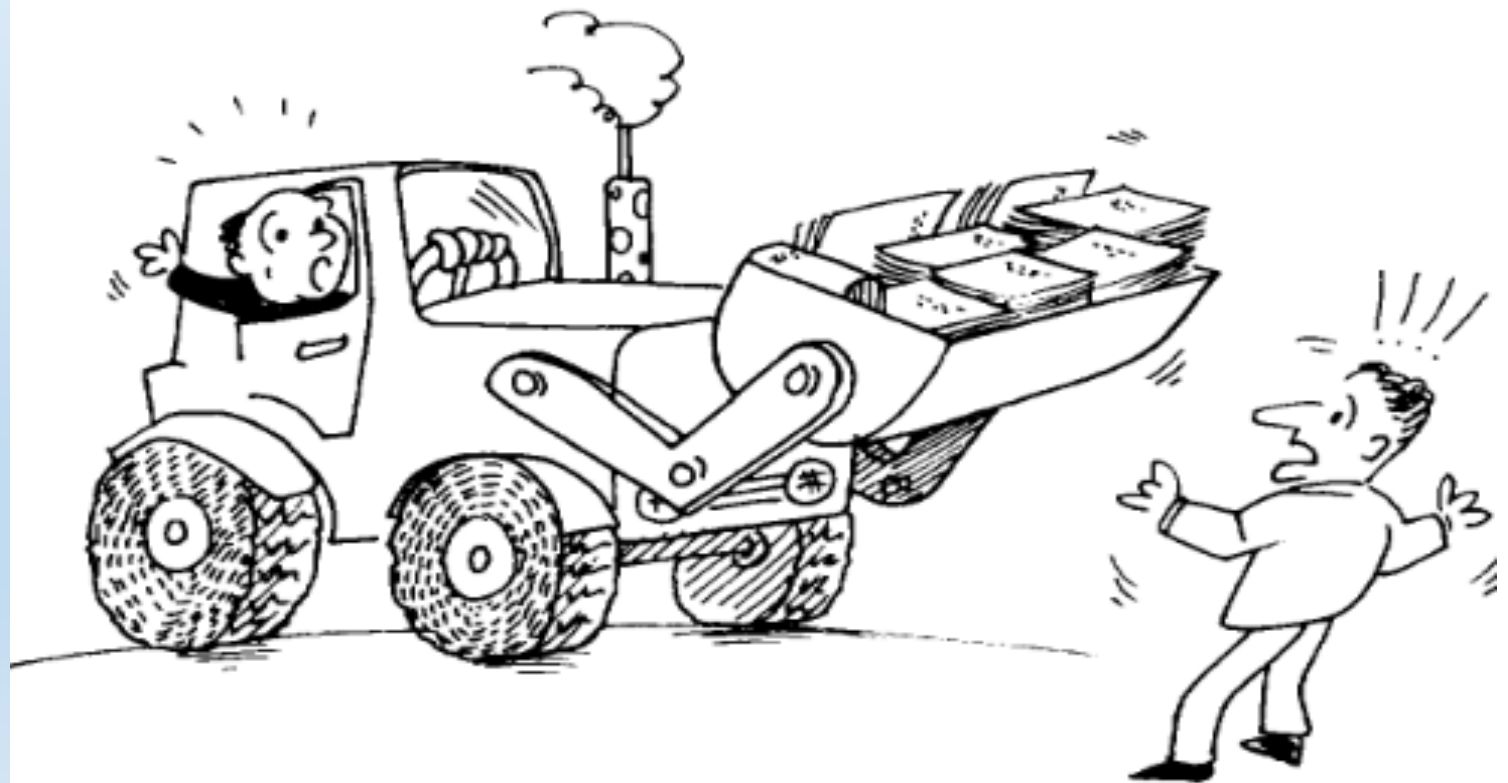
Organisations...

...not data

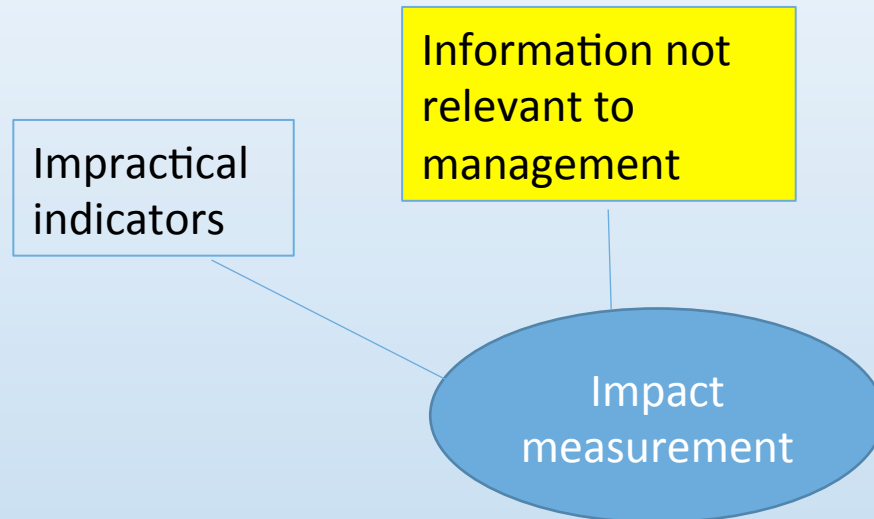
# Challenges in up-take, quality & sustainability of measurement

Impractical

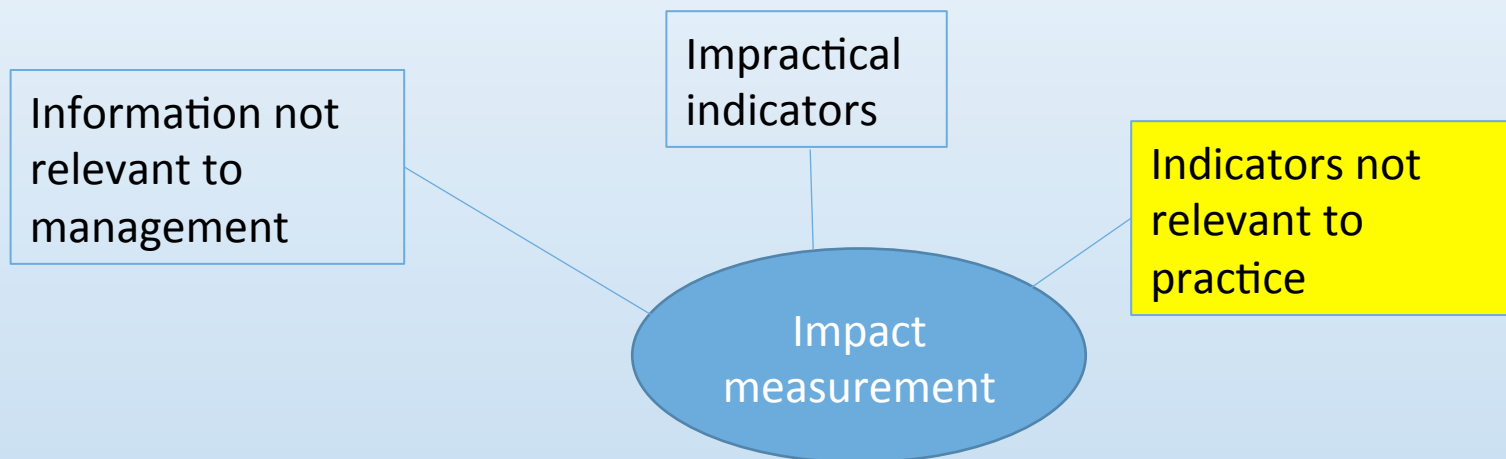
## Where Do You Want This Evaluation?

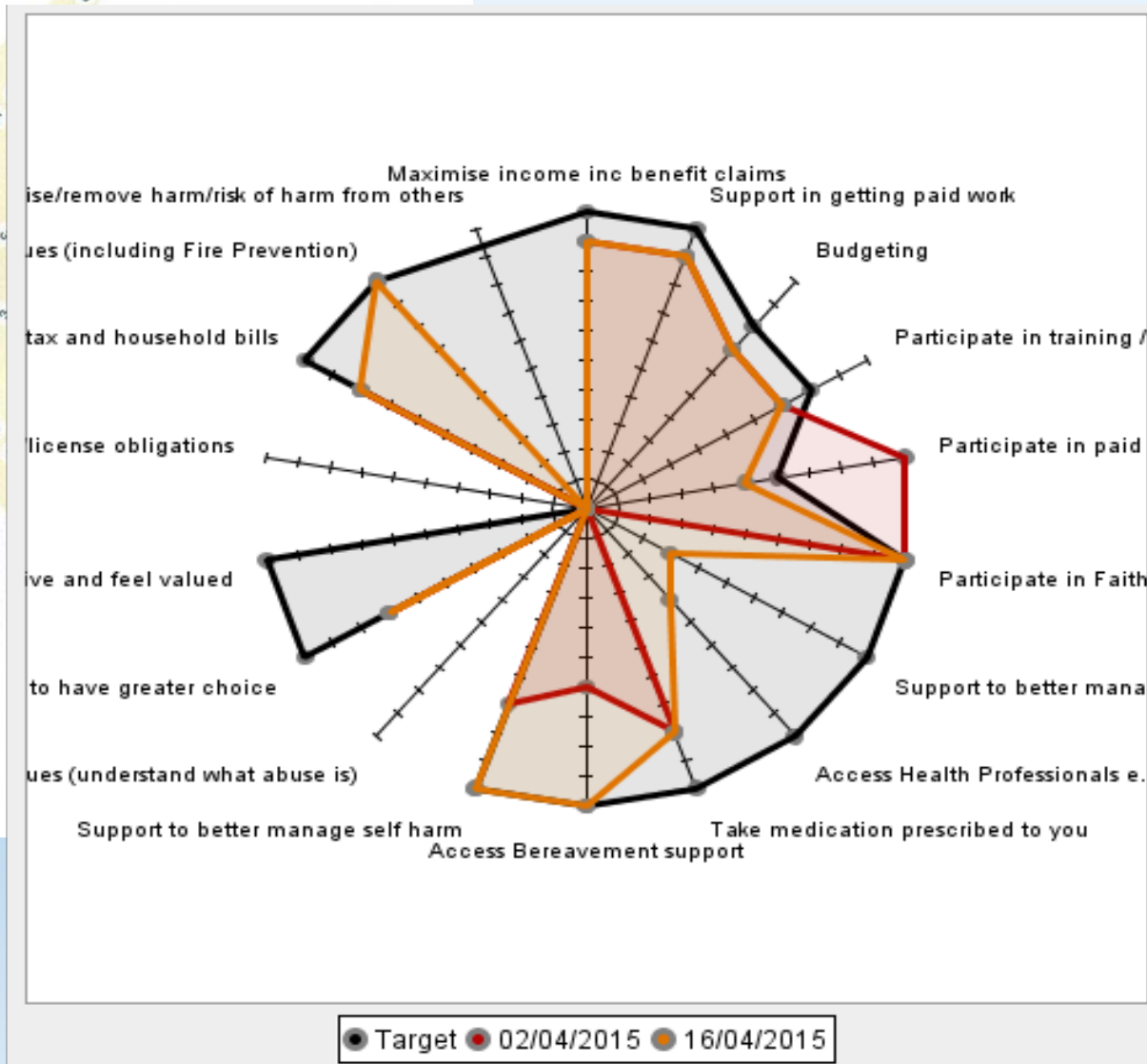
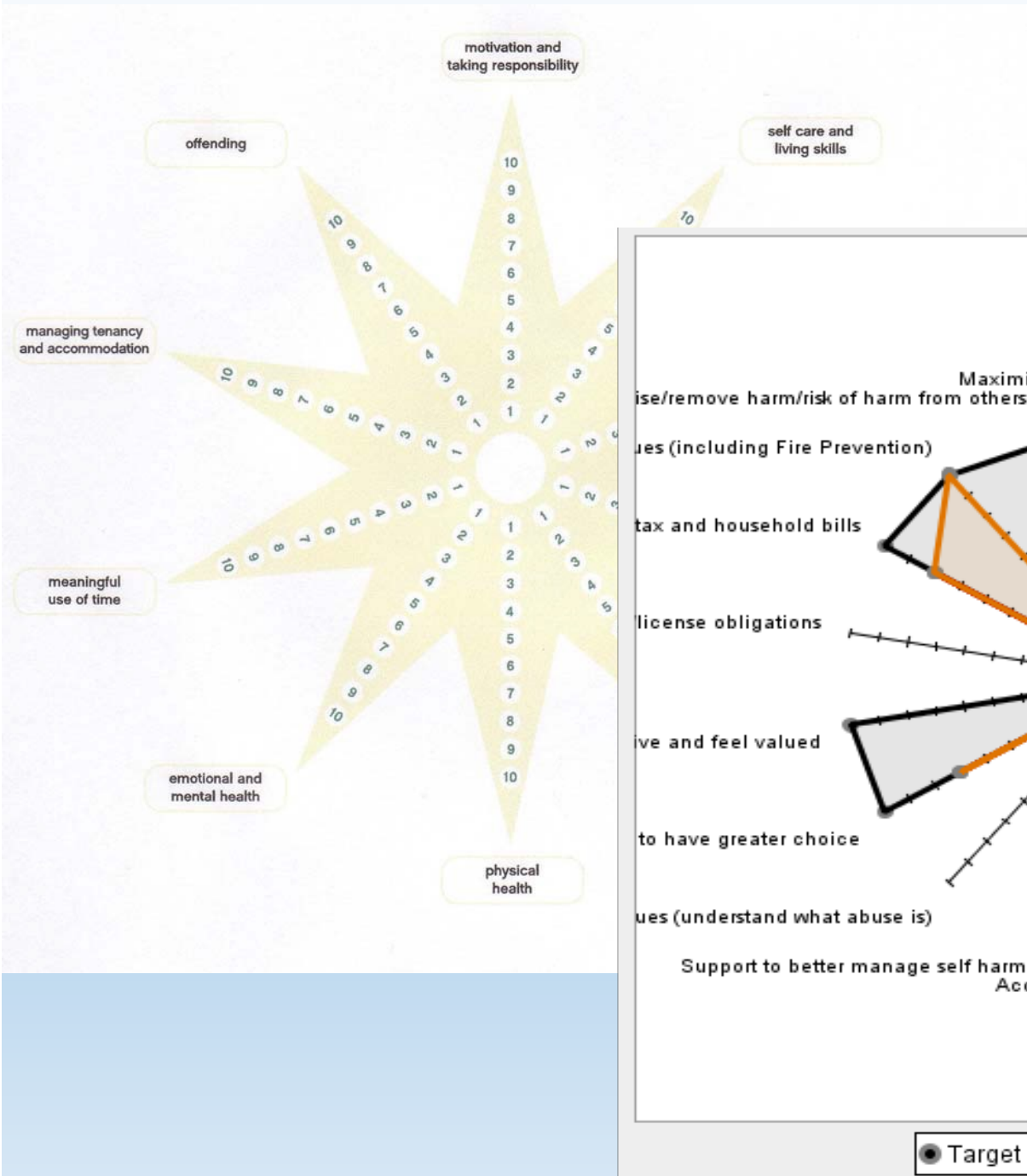


# Challenges in up-take, quality & sustainability of measurement



# Challenges in up-take, quality & sustainability of measurement





● Target ● 02/04/2015 ● 16/04/2015

## Challenges in up-take, quality & sustainability of measurement

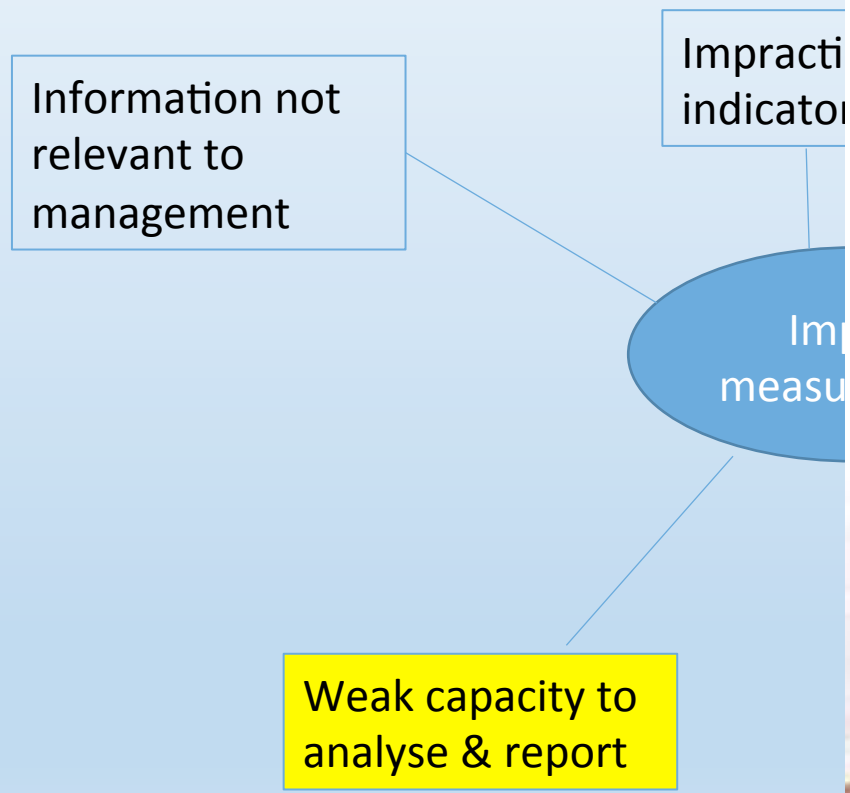


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Indicators not relevant to practice

Business practices don't support data collection & use

# Challenges in up-take, quality & sustainability of measurement





## Challenges in up-take, quality & sustainability of measurement

Information not relevant to management

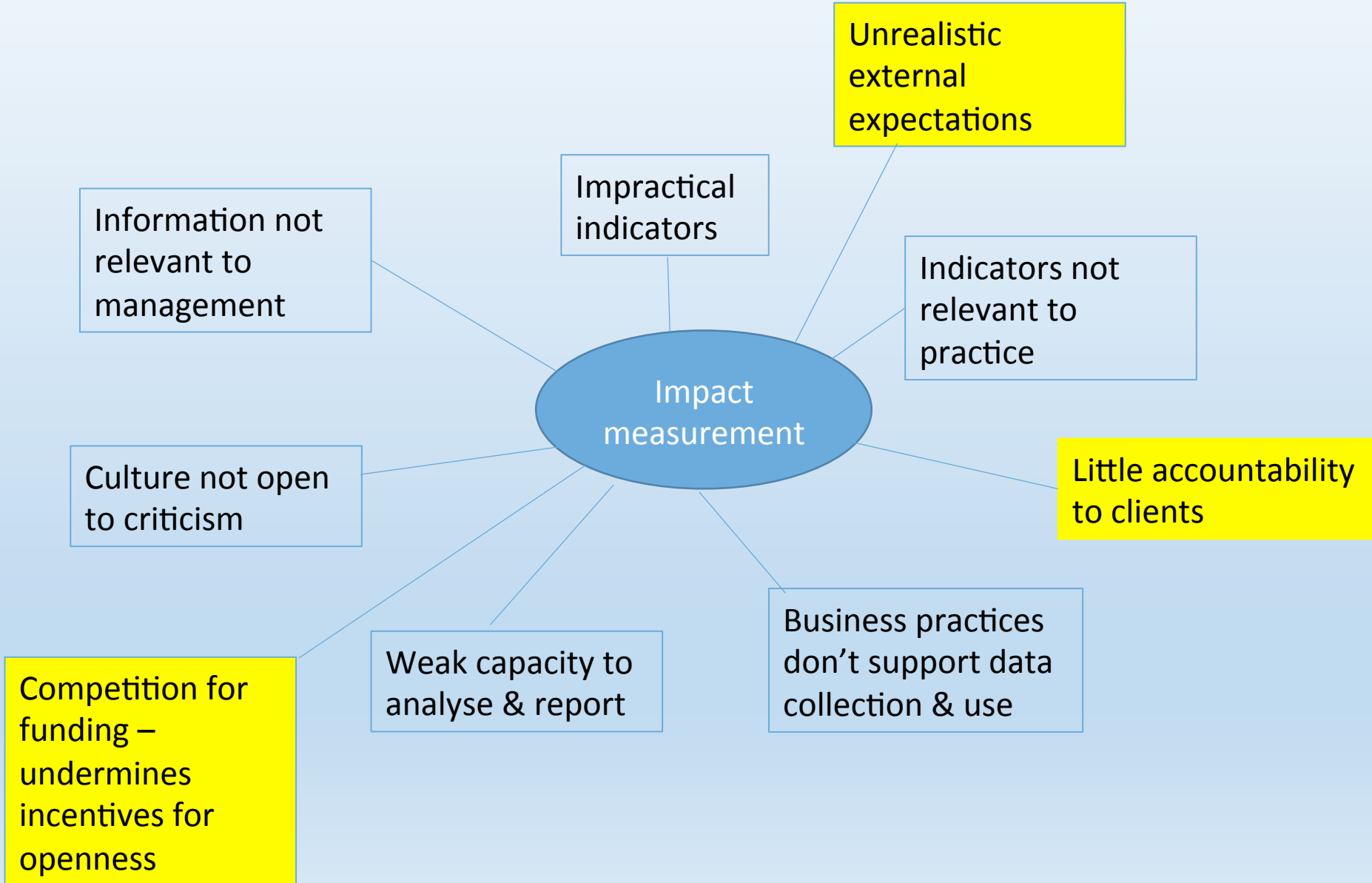
Culture not open to criticism

Weak capacity analyse & report

"There is only one way to avoid criticism: do nothing, say nothing, and be nothing."

- Aristotle

# External support and incentives



Shed  
assumptions  
about clients

Manage what  
matters

# The Business of Doing Good

Insights from one social enterprise's  
journey to deliver on good intentions



Anton Simanowitz and Katherine Knotts

Build a business  
model that  
works

Support staff to  
deliver excellent  
work



**Anton Simanowitz**

@antowitz

[antons@socialperformance.net](mailto:antons@socialperformance.net)

[www.socialperformance.net](http://www.socialperformance.net)

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