EXAMPLE SELF STUDY/ PREWORK

Step 1. Defining your impact

Since your organization will ideally measure its progress and success against the intended impact statement your team develops, it's important that it includes the right information, at a useful level of detail.

Identifying the who, what, where and when of your intended impact can be an effective frame to help ensure your intended impact statement is specific and measurable, as well as help organizations flag where they may have feasibility challenges.

Question	Guidance	Examples
WHO is your target population?	Your target population is who your organization prioritizes in its work. Your target population may not be the only population you can or will serve, but rather that which you will differentially prioritize and invest in. Be as specific as possible here in terms of demographics	• First-generation Latinx youth, ages 12 to 18 • Veterans experiencing chronic homelessness • K-12 education policymakers and thought leaders
WHERE will your organization do its work?	Consider the specific geographies and settings in which your organization will do its work.	• Metro Atlanta • Southeast Asia • All middle schools in South Boston
WHAT specific outcomes do you want to achieve?	Outcomes refer to the changes or results achieved by the population(s) you have prioritized in your work. This differs from "outputs," which measure your own activity (e.g. 50 trainings delivered) and does not equate with impact.	• Achievement of grade-level reading proficiency • State policy supporting needs of homeless youth
WHEN do you want the changes or results to happen? [Optional]	This is the time horizon over which you up to achieve your "WHAT." We recommend considering a ~5 year time horizon.	• In 5 years • By 20XX

As you define each of the above questions in Step 4 of this milestone, check your work to ensure you are being specific and measurable, and that your ambitions are feasible. Can you hold yourself accountable to making progress with what you have defined? If not, refine further.

The Bridgespan Group