

# € TRAINING

The Art of Measuring Impact



26 - 30 August 2024  
Casablanca (Morocco)  
New Hotel



# The Art of Measuring Impact

REF: H2133 DATE: 26 - 30 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The purpose of this training course is to provide participants with a comprehensive understanding of the principles, tools, and techniques for measuring the impact of social programs and initiatives. Participants will learn how to design, implement, and evaluate impact assessments to ensure that social programs and initiatives are achieving their intended outcomes.

## Course Objectives:

At the end of this course, the participants will be able to:

- Understand the concepts of impact measurement and how it relates to social programs and initiatives
- Learn about different methods and tools for measuring impact
- Identify key indicators to measure impact and how to collect data
- Learn how to analyze impact data and interpret results
- Develop skills in designing and implementing impact assessments
- Understand how to use impact data to inform program improvement and decision making

## Targeted Audience:

- Program managers
- Project coordinators
- Social entrepreneurs
- Government officials
- NGO leaders
- Grant writers
- Social impact investors
- Monitoring and evaluation officers
- Research and development professionals
- Nonprofit executives

## Course Outline:

### Unit 1: What is Impact Measurement?

- Why is Impact Measurement important?
- Impact Measurement frameworks and models
- Types of impact measurement process, output, outcome, and impact
- Key concepts and principles of impact measurement

### Unit 2: Identifying stakeholders and beneficiaries

- Defining program goals and outcomes
- Developing logic models and theories of change
- Identifying key performance indicators KPIs

- Data collection methods for impact measurement

### Unit 3: Quantitative and qualitative data collection techniques

- Developing surveys and questionnaires
- Conducting interviews and focus groups
- Using secondary data sources
- Triangulation and data validation

### Unit 4: Data analysis techniques for impact measurement

- Descriptive statistics and data visualization
- Inferential statistics and hypothesis testing
- Qualitative data analysis techniques
- Impact evaluation methods

### Unit 5: The role of impact measurement in program improvement

- Communicating impact data to stakeholders
- Making evidence-based decisions using impact data
- Ethical considerations in impact measurement
- Case studies and best practices in impact measurement