€TRAINING

The Art of Measuring Impact

3 - 7 February 2025
Kuala Lumpur (Malaysia)

The Art of Measuring Impact

REF: H2133 DATE: 3 - 7 February 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This training program delves into the art and science of measuring impact, focusing on sophisticated methodologies and tools to assess the effectiveness of organizational initiatives. It empowers participants to apply advanced impact measurement techniques to drive informed decision-making and achieve strategic goals.

Program Objectives:

By the end of this program, participants will be able to:

- Identify and apply advanced methodologies for impact measurement.

- Develop frameworks to evaluate the effectiveness of organizational initiatives.

- Utilize data and analytics to assess and report on impact.

- Implement strategies to enhance measurement accuracy and reliability.

- Translate impact findings into actionable insights for strategic improvement.

Targeted Audience:

- Program Managers.

- Performance Analysts.

- Strategic Planners.

- Impact Assessment Professionals.

- Organizational Development Specialists.

Program Outline:

Unit 1:

Introduction to Impact Measurement:

- Understanding the importance and purpose of impact measurement.

- Key concepts and definitions in impact assessment.

- Overview of different impact measurement methodologies.

- Establishing impact measurement objectives and goals.

- Developing a measurement framework aligned with organizational goals.

Unit 2:

Designing Effective Impact Measurement Frameworks:

- Creating logical frameworks for impact assessment.

- Defining key performance indicators KPIs and metrics.

- Developing data collection strategies and tools.

- Designing surveys, interviews, and other data-gathering methods.

- Aligning measurement frameworks with organizational strategies.

Unit 3:

Data Collection and Analysis Techniques:

- Advanced techniques for collecting quantitative and qualitative data.

- Utilizing statistical and analytical tools for impact assessment.

- Managing and analyzing large datasets for meaningful insights.

- Implementing data validation and reliability measures.

- Reporting and visualizing data to convey impact effectively.

Unit 4:

Assessing and Interpreting Impact Results:

- Analyzing impact data to measure effectiveness and outcomes.

- Interpreting results and drawing actionable conclusions.

- Identifying and addressing data limitations and biases.

- Benchmarking and comparing impact results against industry standards.

- Communicating impact findings to stakeholders.

Unit 5:

Enhancing Impact Measurement Practices:

- Implementing strategies for continuous improvement in impact measurement.

- Leveraging technology and tools to enhance measurement capabilities.

- Integrating impact measurement into organizational decision-making processes.

- Evaluating and refining measurement practices based on feedback and results.

- Preparing for future trends and innovations in impact assessment.