

The Good Analyst: Impact Measurement Services

Understanding and demonstrating your impact is a powerful tool. It helps you analyse what you're doing well and pinpoint where you need to focus to enhance the impact you are making.

Embedding impact measurement in the way you work can empower you with the information to improve your services and ensure you achieve your mission. It also helps you demonstrate your social outcomes, when approaching commissioners and investors.

Buzzacott and Investing for Good have launched an exciting new partnership to bring you a comprehensive service which helps you define, capture and report the successful impact of your organisation. Our suite of services outlined in this document will help you define where you are as an organisation and provide consultancy, software and audit services best suited to you.



Vision Suite



This is a great way to start your journey into measuring your social impact. If you have a vision of what you want to achieve, but do not know the steps you have to take or how to go about measuring it, then our Vision Suite is for you.

The Vision Suite introduces a software based approach to capturing the all-important impact information, as well as helping you to identify what to measure and how to measure it. It provides advice and software to get you up and running and we also provide on-going training and support whenever you need it.

We created this package to formalise and simplify impact measurement. With time always limited, the cloud-based software we have provided is easy to set up and with training and support, you can use the software to its fullest saving you valuable time. You'll be able to present information in an easy to understand way, giving you the means to become self sufficient in your processes.

What's included:

Determining what you want to capture

We offer a one-day workshop providing an overview of best practice when shaping the goals you want to measure, and what to do in your organisation to best meet these measurement goals. You'll receive example KPIs, how to define your mission and impact planning templates. In addition you'll have access to one day's bespoke consultancy for your organisation.

The tools to capture the vital information

The next step is putting in place the systems and processes needed to capture vital information. We provide dedicated software that can be tailored to fit your needs with our team on hand to help set-up the software. The system allows you to collect and report on up to three different projects, have up to three users at any one time and allow you to send out surveys to gather information. Checks and prompts are built in to guide you on screen. There is also access to a helpdesk service available between 8am-6pm, Monday – Friday should you need additional help. You also have the option of extra training courses, data protection and cyber security advice, as well as any technical advice regarding data migration.

Growth Suite



Our Growth Suite is suitable for organisations already taking an ad hoc approach to measurement and reporting.

The Growth Suite fits organisations where there is a desire to formalise impact measurement and make it a core part of their organisation. This package allows for any future ambitions you might have, such as needing robust information to raise social investment, or bidding for contracts that demand a higher level of impact evidence. The Growth Suite is designed to cater for complex impact needs which may include multiple projects being carried out by an individual or a team, or the need to refine processes where demand for effective impact measurement has grown from previous years. The software you use to report can now be managed by us, relieving the time spent creating more complex reporting processes. Strategic insight is also provided with extra support so you can focus on increasing your impact.

What's included:

Refining what you need to capture

Though you may be undertaking some reporting, we can help remove the ad hoc nature of this work and help you hone in and develop the rationale for capturing certain information. Workshops are personalised with a bespoke agenda designed for your requirements, helping you to define your KPIs. If you have impact data already, we will analyse what you have and put forward recommendations. Bespoke impact consultancy is also available after the training.

Software and data enablement

Our Growth Suite offers a high level of support, training and advice so you can become technically accomplished using your impact management software. Training courses are now bespoke and personal, where you can have up to five people attend. You can even have part of the software managed by us, allowing you to focus on your other goals. Continued access to the support desk, training courses, data migration and data protection services alongside cyber security advice is also available.

Assurance and validation

Obtaining external assurance can improve the quality of your impact measurement as well as provide confidence to your stakeholders. Our assurance solutions can be designed to fit your needs. As part of the Growth Suite, we review your impact measurement processes and reporting in order to provide confidence to your Board and help you to ensure continuous development and improvement of your impact measurement processes.

Pioneer Suite



Our Pioneer Suite is our most comprehensive range of services and is aimed at organisations that want to be among the 'best in class' in Impact Management. Irrespective of whether you currently collect impact data, this package will provide all you need to become an expert in impact measurement, and above all, help you to use the results to achieve your impact goals.

Impact measurement is more than just measurement. Data and information play a vital role in developing your impact, activities, reach and overall performance. Accessing expertise to identify your needs and understanding how impact results can respond to them, alongside the implementation of a professional software-based approach to impact measurement, will result in a comprehensive solution for impact that offers practical actions to reach your goals. This Pioneer Suite is not just focused on the analysis of data, but also the application of impact measurement and management to inform your overall strategy.

What's included:

Refining what you need to capture

The team will provide professional Theory of Change design, including frameworks and documents outlining the entire impact measurement process. This is not limited to one framework, as you can have specific planning and methodology design for multiple goals. You will gain ongoing advice for your frameworks, alongside operational planning to bring your strategy to life. There is also the option of having a bespoke impact report created.

Technically accomplished system users

Whether you become technically trained or have your system fully managed, we can enhance the infrastructure of an impact measurement team or individual. The collection of data and sending of surveys are provided on an unlimited basis, with bespoke training available to as many staff as you need. The managed service offer also means that you'll be able to focus on the insight you want to display in your reports. You also have the option of creating report infographics to enhance your message. You'll have access to the service desk, additional training courses, data migration and protection services as well as cyber security advice.

Robust assurance and industry leading validation

When providing an impact report to stakeholders, external assurance will increase the confidence in your data. This is particularly the case for funders and investors. Our Pioneer Suite assurance is designed to provide confidence to stakeholders through a robust audit methodology and the provision of a clear audit report that can be provided to external users alongside the impact reporting. The assurance process will also bring with it the wider benefits of providing an external viewpoint on your impact measurement process and independent verification, which will enable you to continuously improve.

Modular Approach



Though these suites have been carefully put together to provide the most suitable packages for organisations, we are also aware that some organisations require a more tailored approach. With this in mind, we can also provide a modular approach, whereby a bespoke package comprising services from across all the service suites can be constructed.

If you are interested in any of the services mentioned in this document please contact us:

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