

Practical resources to help you understand, measure and communicate impact

There is no shortage of information about impact and evaluation. The difficult bit is finding something that's actually useful.

I've selected these resources because they are practical, credible or make a difficult idea easier to understand.

You don't need to read them all. Start with the one that answers the question you're asking right now.

Try the 5-Day Capture Your Impact Challenge

If you're new to impact measurement, you don't need to start by reading twelve resources.

Start with something practical.

My free 5-day challenge will help you take your first steps towards understanding the difference your work makes and identifying the evidence you already have.

[[Take the 5-Day Capture Your Impact Challenge](#)]

STARTING WITH IMPACT

1. [Understanding Impact – NPC](#)

Best for: If you're just starting to think about impact.

A straightforward introduction to understanding what impact means and how a Theory of Change can help you think about the difference your work is trying to make.

My take: *A good place to start if "impact measurement" still feels a bit vague.*

2. [Theory of Change in Ten Steps – NPC](#)

Best for: Developing or reviewing a Theory of Change.

A practical guide to thinking through the connection between what you do, what changes as a result and the longer-term difference you're hoping to contribute to.

My take: *Don't worry about making your Theory of Change beautiful. Start by making the logic make sense.*

3. [What is Evaluation? – BetterEvaluation](#)

Best for: Understanding what evaluation actually involves.

An accessible introduction to different purposes and types of evaluation, including process, outcome and impact evaluation.

My take: *Evaluation isn't one particular method. It's about asking useful questions and finding appropriate ways to answer them.*

MEASURING & LEARNING

4. [Rainbow Framework – BetterEvaluation](#)

Best for: When you know you need to evaluate something but aren't sure where to start.

The Rainbow Framework brings together different evaluation tasks, methods and approaches and helps you think through the different decisions involved in an evaluation.

My take: *Useful when you need to move from “we should evaluate this” to “so what do we actually do?”*

PEOPLE, VALUE & EVIDENCE

5. [Principles of Social Value – Social Value International](#)

Best for: Organisations and businesses wanting to understand social value.

The principles provide a useful foundation for thinking about whose experiences matter, what changes, how those changes should be understood and how to communicate evidence responsibly.

My take: *A useful starting point before getting into more technical approaches such as Social Return on Investment.*

6. [Involve the people affected by your work – Social Value International](#)

Best for: Anyone developing an approach to understanding impact.

People experiencing change should have a voice in how we understand that change. This principle provides a useful reminder to involve the people affected by your work rather than deciding everything from behind a spreadsheet.

My take: *If you're measuring impact without listening to the people experiencing the change, ask yourself what you're missing.*

7. [Don't overclaim – Social Value International](#)

Best for: Writing impact reports and communicating results.

Impact evidence can tell us a lot – but it doesn't always tell us everything we would like it to. This principle is a useful reminder to be honest about what your evidence can and cannot demonstrate.

My take: *A compelling impact story still needs to be an honest one.*

VALUES-DRIVEN & RESPONSIBLE BUSINESS

8. [B Lab Standards](#)

Best for: Values-driven businesses exploring B Corp or wanting to strengthen their responsible business practices.

The current B Lab Standards cover areas including Fair Work, Human Rights, Climate Action, Environmental Stewardship & Circularity, JEDI, Purpose & Stakeholder Governance, and Government Affairs & Collective Action.

You don't have to pursue B Corp certification to find the standards useful. They can provide a helpful starting point for thinking about how your values show up in the way your business operates.

My take: *Don't start with the certification. Start by asking what responsible business looks like for you.*

9. [Fair Work & employee voice – B Lab](#)

Best for: Businesses wanting to understand and improve their employees' experience.

The Fair Work standards cover areas including good-quality work, fair pay, workplace culture and worker feedback.

My take: *Responsible employment isn't just about having policies on a shelf. Ask the people who work for you what their experience actually is.*

10. [BetterEvaluation Resource Library](#)

Best for: When you have a specific evaluation question and want to explore different approaches.

A large collection of evaluation methods, frameworks and practical resources.

My take: *Don't read it from beginning to end. Use it when you have a question.*

Good impact work isn't about measuring everything.

It's about asking useful questions, listening to the people affected, gathering evidence that helps you learn and being honest about what that evidence tells you.

You don't need a complicated system to get started.

Start with what you want to understand. Then work out what evidence you need.

Not sure where to start?

You don't have to have it all figured out before getting in touch.

[[Start a conversation with Empirica](#)]