

Define+

Achieving mission alignment through expert-guided impact framework building

What is Define+?

Define+ is an impact measurement consulting service that helps organizations quickly and strategically define their impact framework so they can operationalize an effective impact measurement and management strategy.

Over the course of 2 months, your team will participate in 6 virtual sessions aimed at understanding and strategically capturing your organization's mission, vision and objectives, how you drive direct and indirect impact, as well as the metrics you'll collect to measure, optimize, and communicate impact.

➤ Why choose UpMetrics' Define+ Services?



- **Simple Process:** Our structured framework development process quickly unearths the most important information needed to define a thoughtful and strategic impact framework.



- **Expert Guidance & Support:** Our experts, who have worked with hundreds of organizations to develop and operationalize IMM systems, will guide you through our structured process and provide guidance, recommendations, and best practices around framework structure, KII selection, and more.



- **Quick Results:** Many organizations spin their wheels for years trying to define an impact framework. Our service is designed to get you from kickoff to completion in 2 months or less so that you can begin operationalizing your impact measurement and management strategy.



- **Cost-Effective:** Our Define+ services are significantly cheaper than the majority of other comparable consulting services across the market.

Define+ Service Outcomes

At the end of your Define+ engagement, you will have a **comprehensive Impact Framework** built out within the UpMetrics platform that thoughtfully outlines:

- Your organization's **mission, vision, values, and impact themes**.
- Clear objectives across each of the **5 dimensions of impact** (who, what, quality, better off, community contribution).
- **Customized "Impact Pathways"** that describe how your organization delivers impact both directly and indirectly.
- A selection of **Key Impact Indicators (KIIs)** that are measurable and logical, with notes on how these KIIs are to be disaggregated for analytical purposes.



Learn more at upmetrics.com or
[book a demo](#) to get started.

What are the Define+ Sessions?

1 Determine your impact pathways across dimensions

- **Session 1: Discovery and Documentation**
 - We review your existing documentation, and discover the key stakeholders and intentions of your organizations, which serve as the basis for your impact pathways.
- **Session 2: Framework Pathways, Dimensions**
 - We finalize a set of Impact Pathways that are essential to your impact strategy and unpack them into UpMetrics' 5 Dimensions of Impact.

2 Clarify objectives and metrics

- **Session 3: Objectives and Metrics**
 - Working through each pathway together, we identify the objectives and corresponding metrics within each dimension, that will clearly describe your progress.
- **Session 4: From Metrics to Sources**
 - Diving deeper into the metrics, we start identifying how you might collect the appropriate data, and adjust them for proxies where necessary.

3 Ensure organizational alignment

- **Session 5: Share-Out + Feedback from the Broader Team**
 - With a draft framework in place, we facilitate a session where you can present the framework to your broader team and solicit input.
- **Session 6: Framework - Final**
 - We review and adjust the framework based on your team's input, and set out next steps so you can begin to operationalize your new IMM strategy.

The Importance of a Well-Designed Impact Framework

Internally, the framework ensures:

- Team alignment around strategy, priorities, and performance.
- Operational efficiency from having transparent, structured data that can be shared across the organization.
- Focus on collecting and analyzing the most important and industry-aligned metrics, and that you have a practical data collection strategy.

Externally, a framework allows you to:

- Ensure greater clarity and alignment of purpose with your board, and easily provide progress updates
- Differentiate yourself and increase transparency with your partners
- Communicate impact outcomes clearly and reliably
- Help attract co-investment across your grantees, portfolio, or limited partners

