

Impact indicator plan

Choose the smallest set of indicators that can change a decision. Outputs are not outcomes.

Outcome	Indicator	Baseline	Target / date	Source and frequency	Owner

☐ Measures a change, not an activity

☐ Can be collected consistently

☐ Includes who experiences change

☐ Has a baseline

☐ Has a decision tied to it

☐ Does not over-claim attribution

What will we stop, start, or change when the data arrives?
