

The *Impact* Compass

A Growing Framework for

Measuring Impact Opportunities

For the past year or so, we have been delving deep into exploring our **impact potential in more detail**, focusing especially on our client projects. We have pondered on how we might be able create a greater positive impact on ourselves as an organisation, our client work, as well as “people [society] and the planet”.

This is a daunting and hefty challenge for most creative organizations, best captured in the question “**How might we measure the impact (and impact potential) of design?**”

As an answer to this question, we set off to create “The Impact Compass: A Growing Framework for Measuring Impact Opportunities”, a building block to support us in **defining, measuring and continuously improving our transformative projects**. It is for this very reason that we also wanted to share this framework with you—so that we can all generate greater impact, together.

If you are a designer, creative, or an innovator working towards creating impactful scopes and stories for your projects, this framework is for you! **Our intention is to continuously evolve this framework further** in order to measure the impact of our projects in the upcoming year with more meaning, so if you have any feedback at all, we would [love to hear from you!](#)

1

You can either directly read through this PDF and make notes to the side, download it on to your tablet and create dynamic notes or access our complimentary Miroverse template to work on it collaboratively with your team mates at the same time.

4

We built this template with the hope of updating and improving it as we learn and gain experience utilizing it. So feel free to reframe these questions for your project's unique scope.

2

The template is made up of 3 sections that focuses on different impact areas: **Impact for your organization, your partner and/or client, and the people [society] & the planet.** We would suggest that you follow this order while reflecting on your project, since this flow is structured to start your internal ecosystems to external ecosystems.

5

We highly suggest coming back and gauging your previous answers after completing certain milestones in your project in order to see if anything has changed or if unexpected impact has been created in certain arenas.

3

We suggest that **at least 2 people collectively look through and answer the questions** within the canvases by going beyond simply checking off the “Yes & No” checkboxes, but discussing in further detail how your project is addressing the impact-related questions at hand. Moreover, **exploring potential room for improvements for each specific question would be the best practice.**

for your

Organization

This section aims to see the impact potential of your project as it relates to the project team, and your organization as a whole.

Project Team: Craft and Growth

Understanding of how your project is helping your team members to stretch in new areas and grow collectively.

QUESTION N°1

Does the project provide a balanced set of challenges for the team to grow in their craft?

Yes No

QUESTION N°2

Does it provide an opportunity for the team to grow professionally, in non-craft areas?

Yes No

ie. client management, team dynamics, learning and developing the ATÖLYE way of working

QUESTION N°3

Does it provide a thought leadership opportunity?

Yes No

QUESTION N°4

Does it include other kyu companies that the team will work with and learn from?

Yes No

Organizational Growth & Deepening

Advancement of your organizational capabilities and understanding the unique advantage that your project can unlock for your market positioning.

QUESTION N°1

Is the scope a good fit: does it incorporate our offerings, and/or is it a cross-practice opportunity?

- Yes
 No

QUESTION N°2

Does it open new and desired avenues for your organization: Is there an opportunity to enter a new market, industry and/or build a new offering, or grow an existing one?

- Yes No

ie. client management, team dynamics, learning and developing the ATÖLYE way of working

QUESTION N°3

Can you become a strategic partner to the client?

- Yes No

Organizational Growth & Deepening

Advancement of your organizational capabilities and understanding the unique advantage that your project can unlock for your market positioning.

QUESTION N°4

Is this a repeat engagement and/or coming without an Request for Proposals (RFP) process?

Yes No

QUESTION N°5

Are you including collaborators from the community?

Yes No

QUESTION N°6

Does the project have the potential to be a key portfolio item?

Say "Yes" if it's in line with any of the 4 options:

- Global client
- First-of-its-kind scope
- High execution possibility
- Publicly shareable

Yes No

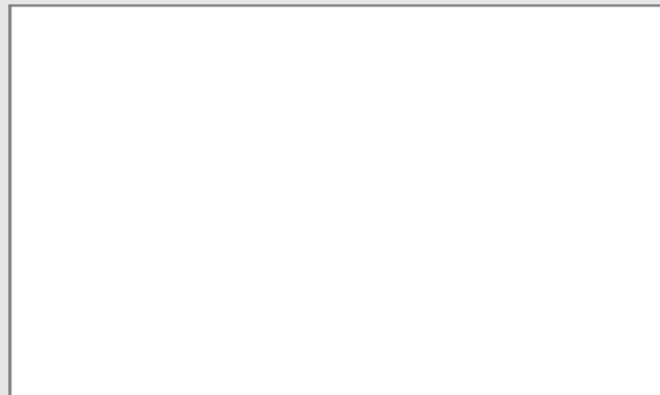
Accessibility and Representation

Ensuring the accountability of your organization and your project in relation to diversity, equity and inclusion, across specific touchpoints and project activities.

QUESTION N°1

Will you take into consideration of the accessibility of the project outcomes?

Yes No

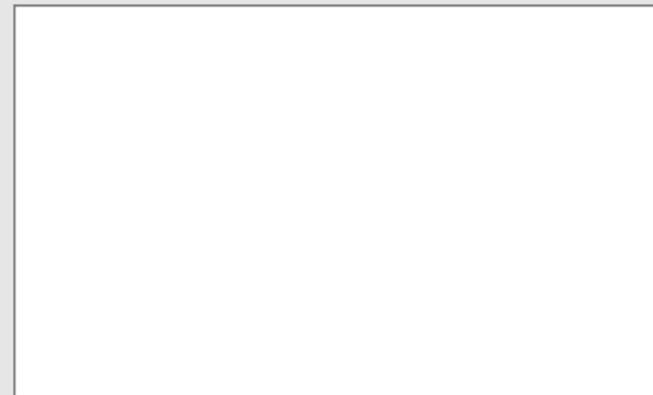


i.e. digital touchpoints, physical infrastructure for events, captions on zoom call for accessibility etc

QUESTION N°2

If you are conducting research & testing activities, will you ensure you are getting the most equal amount of representation?

Yes No



Including interviewees of people with disabilities, LGBTQI+, Minorities

for your

Partner and Client

This section seeks to imagine the impact that your project can create on your partner and/or client's team and/or organization.

Organizational Development

A deep understanding of how your project is enabling growth within your client or partner organization.

QUESTION N°1

Will this project help the client teams grow in their craft?

Yes No

QUESTION N°2

Will it introduce new ways of working or a cultural transformation opportunity to the client / teams?

Yes No

ie. through co-design workshops, working together with us as a team

QUESTION N°3

Does it provide a thought leadership opportunity for the client?

Yes No

QUESTION N°4

Does it have any People & Culture (HR) specific goals that this project can satisfy?

Yes No

ie. Employee retention, recruiting top talent...

Economic/Financial Impact

Identifying the potential financial value of your project's scope.

QUESTION N°1

Does the project focus on increasing client's revenue streams by adding value in either:

- Increasing revenue from existing customers;
- New revenue streams from existing customers;
- New revenue streams from existing or new product/services

Yes No

QUESTION N°2

Does the project focus on enhancing the quality of the service/product/outcome or the processes that govern the service/product?

Yes No

for your

People & the Planet

This section aims to understand the potential change that your project can create in the world; through social, environmental or economic impact.

People: Improving Lives for All

Defining the potential for your project to contribute to improving communities' dignity, access, empowerment in their development. These questions are taken from the UN & B Corp SDG Action Manager Platform.

QUESTION N°1

Does your product/service benefit underserved populations, either directly or by supporting organizations that directly serve them?

Yes No

QUESTION N°2

Is the social or economic problem addressed by the project one that is faced directly by your clients' beneficiaries and/or users?

Yes No

No means: outcomes don't directly reach the client's beneficiaries, but other stakeholders/their business

QUESTION N°3

Is your project impacting any social causes?

Yes No

ie. Fulfillment of basic human needs, electricity, clean water, medical services, educational support and materials, access to art and culture, access to tech infrastructure....

Our Planet: Environmental Impact

Defining the potential for your project to contribute to global environmental goals whilst considering natural ecosystems and resources. These questions are taken from the UN & B Corp SDG Action Manager Platform.

QUESTION N°1

Does the project focus on contributing to any environment-related SDG?

Yes No



ie. clean energy, increased access to water, sustainable cities, community development, animal rights advancement...

Thank you for using
this template!

As ATÖLYE, we are looking forward to bringing our community-driven innovation approach to new regions across the globe for an impactful future.

We would love to start new conversations around how we can collaborate together towards social and environmental impact; drop us an email at info@atolye.io

If you'd like to share your story of how this tool helped you with your project, we would love to hear from you.

Looking forward to collectively building an impactful future

The ATÖLYE team

Visit our website for more

atolye.io

