

EVERY  
MOMENT  
MATTERS  
Realizing Lasting Impact



NIELSEN  
TRAINING & CONSULTING, LLC

# Measuring Impact



GOVERNANCE  
STRATEGIC PLANNING  
ORGANIZATIONAL DEVELOPMENT



NIELSEN  
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# Roadmap

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- Strategic plan
- Board assessment
- Measuring impact
- Sustainability

# BOARD IS A TEAM



People



Purpose



Performance



Accountability

# ROLES OF THE BOARD



Set strategic direction



Provide oversight



voice of community



Ensure resources

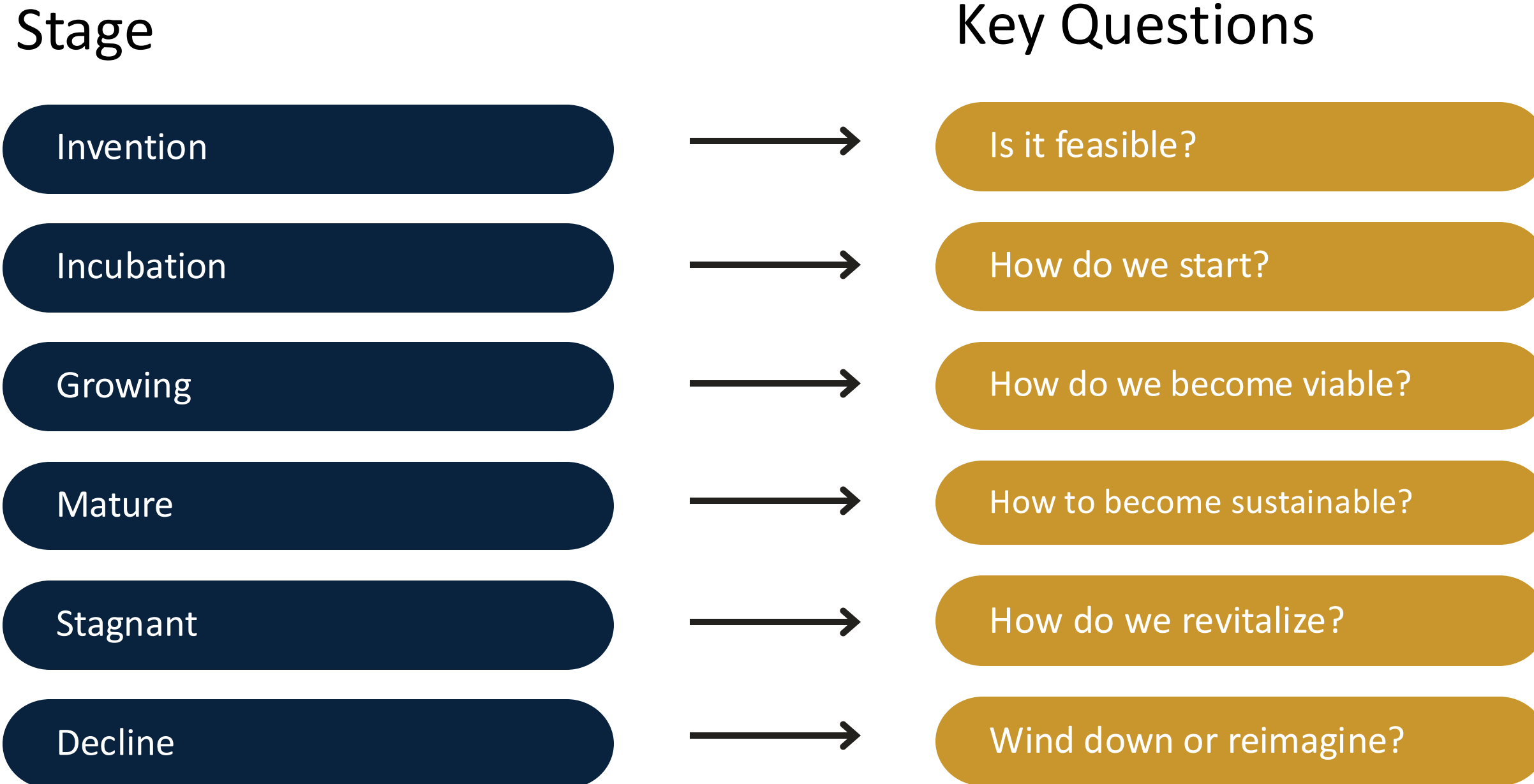
FIND  
YOUR  
PURPOSE





SUCCESS

# LIFECYCLE







MISSION



VISION



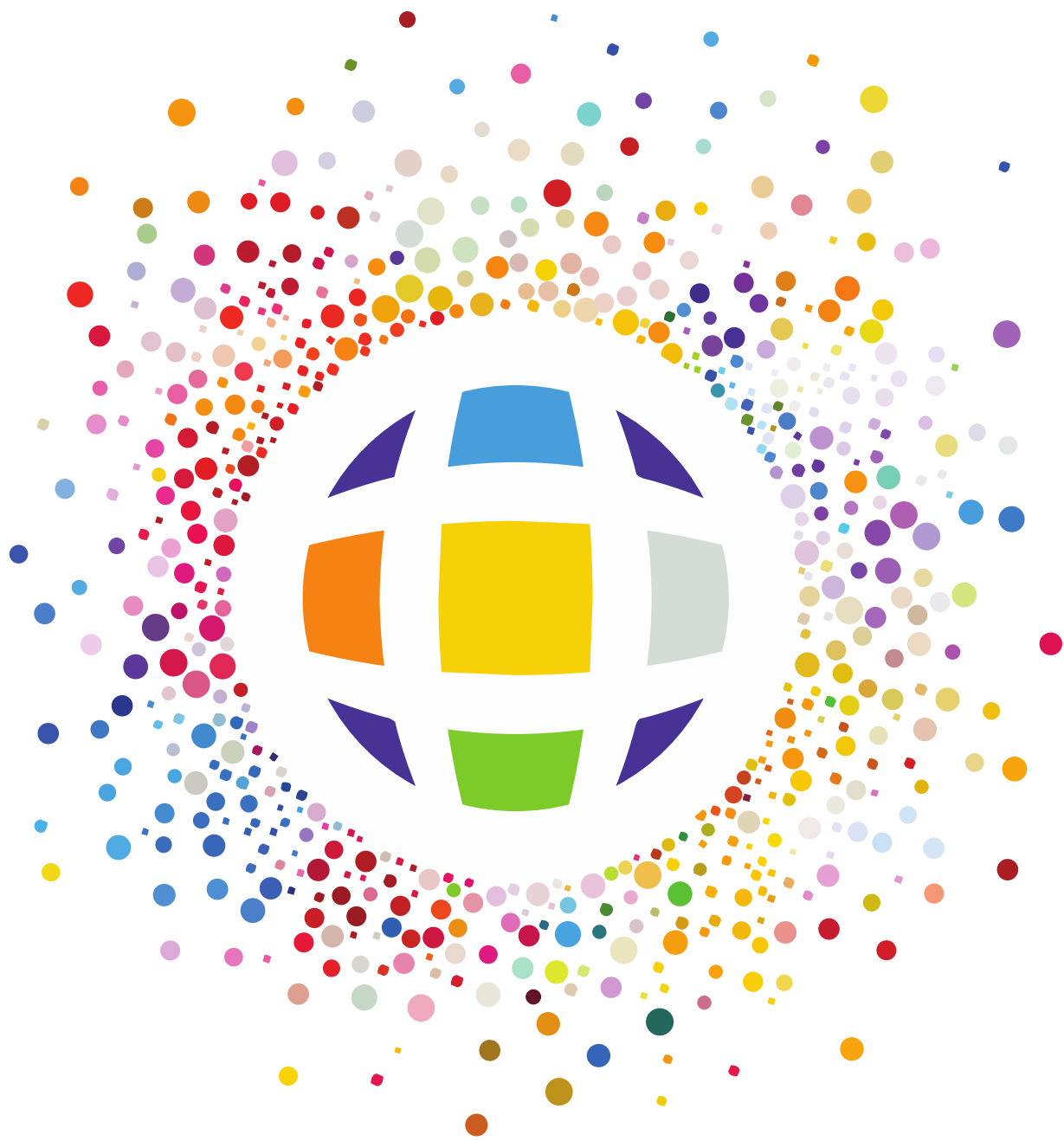
VALUES

# VISION IS...

- Graphic
- Inspiring
- Attainable



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EVERY  
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Do you have a  
current strategic  
plan?

Is it guiding your  
organization?



# WHY?

- Establishes direction and priorities
- Generates engagement and ownership of the mission
- What gets measured gets accomplished
- Clarity = velocity



# The 4 P's

- Purpose
- People
- Principles
- Process



# MEASURING BOARD IMPACT



# VALUE OF BOARD ASSESSMENT



Self Awareness



Alignment



Goal Setting

# INDIVIDUAL ASSESSMENT

Board members reflect on their own individual performance and satisfaction.

# TEAM ASSESSMENT

Board members reflect on the performance of the team as a whole.





# Methodology



If you want maximum impact but have a smaller budget or a large board, consider a survey



If you want to use the process to significantly enhance board performance, invest in an interview process with an experienced third party - and include management feedback.

There is no  
need to use  
the same  
process each  
year.

Innovative boards use different methodologies to see the board's performance through different lenses.





Comments and opinions are simply perceptions of board members.

There are no wrong answers in a board self-assessment.

# Individual Assessment



- Where have I made the most impact on the Board?
- What experiences have I found most rewarding?
- What aspects of governance have I found most challenging?
- How do I feel my talents could be better utilized to benefit the team?

# Team Assessment



- Policymaking
- Planning
- Committees
- Board operations
- Ambassadorship
- Financial oversight



# DO WE...

1

Have the right people?

2

Get the right information?

3

Make good use of our time?

4

Have effective processes?

5

Have effective committees?

# The Process

1

Step 1:  
Determine  
who will  
own  
results

2

Step 2:  
Ensure  
buy-in

3

Step 3:  
Administer  
assessment

4

Step 4:  
Share  
results  
with  
Board

5

Step 5:  
Meet to  
discuss

6

Step 6:  
Develop  
priority  
agenda

7

Step 7:  
Execute!

# What do we do with the feedback?



Analyze



Discuss



Action plan



# Organization Impact

- Mission effectiveness
- Case for support
- Program improvement
- Resource allocation



Inputs = Resources used (e.g., funding, volunteers, materials).

Activities = What you do (e.g., workshops, advocacy, services).

Outputs = Direct products of activities (e.g., number of workshops held).

Outcomes = Short-term and long-term changes or benefits (e.g., improved skills, enhanced quality of life).

Impact = The broader, long-term changes resulting from your activities

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# Definitions



**2024 ANNUAL MEETING**

AUG. 28-30, 2024 | CHICAGO

# Step 1: Define Clear Objectives and Outcomes

**Objectives:** Clearly outline what you aim to achieve with your programs. These should be specific, measurable, achievable, relevant, and time-bound (SMART).

**Outcomes:** Identify the desired changes or benefits that result from your activities. Distinguish between outputs (immediate results) and outcomes (long-term effects).





# Step 3: Collect Data



**Surveys and Questionnaires:** Use these tools to gather feedback from beneficiaries, stakeholders, and partners.

**Interviews and Focus Groups:** Provide in-depth insights into the experiences and impacts of your programs.



## Step 4: Analyze and Evaluate

- Data analysis
- Comparative analysis
- Impact evaluation



# Step 5: Develop a Theory of Change

A framework that outlines how your activities lead to desired outcomes.





## Step 6: Leverage Feedback

- Continuous improvement
- Stakeholder engagement





# Step 7: Report and Communicate

- Impact reports
- Storytelling
- Transparency





# Step 8: Technology

- Data management
- CRM
- Impact reporting

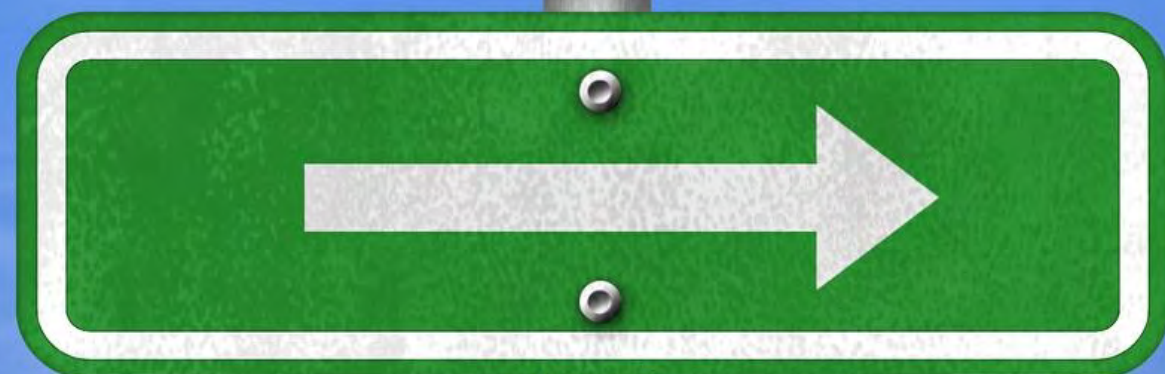
# Step 9: Training and Capacity Building



# Sustainability

y!





## PARTING TIPS

- Strategic plan
- Board assessment
- Measuring impact
- Sustainability





# QUESTIONS

# Thank You!



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