

Impact goals and strategy



Understand

1
We analyse our operational environment in different ways and make choices based on this analysis.

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Understand

2
We have identified the relevant communities we want to serve.

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Choose

3
We have clearly and boldly defined where we want to have an impact in society (e.g. impact goals).

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Choose

4
Our staff participate in analysing our role and defining our goals.

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Choose

5
Our stakeholders can participate in defining our goals.

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Choose

6
We have defined how we can proceed towards our impact goals (e.g. written a strategy, created an agenda or a work plan).

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Implement

7
Impact goals steer all major activities and processes in our organisation.

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Implement

8
Our organisation and management structures support reaching our impact goals.

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Implement

9

We have built partnerships and collaborations that support reaching our impact goals.

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Implement

10

We re-evaluate our partnerships as our impact goals change, and can also adapt partnerships or commitments, if necessary.

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Communicate

11

We communicate our role, strategy, and impact goals openly and widely.

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Communicate

12

We have chosen those communication channels that best support our impact goals.

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Communicate

13

A digital presence and approach are an integral part of our communication activities.

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Communicate

14

We have support networks and advocates that help us in communicating our impact.

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Evaluate and refine

15

We evaluate our processes regularly through our impact goals and the needs of our customers.

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Evaluate and refine

16

We monitor and evaluate how successful we are in reaching our impact goals.



Evaluate and refine

17

The results of evaluations can change the way we work and are organised (e.g. structures and processes).