



Social Impact Consultants

Discovering better ways
to solve social problems

Collective Impact



*Workshop for:
AF4Q National Meeting*

May 8th, 2014

There Are Several Types of Problems

Simple

Baking a Cake



Complicated

Sending a Rocket to the Moon



Complex

Raising a Child



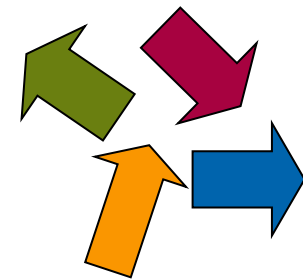
The social sector often treats problems as simple or complicated

Traditional Approaches Are Not Solving Our Toughest—Often Complex—Challenges

- Funders select **individual grantees**
- Organizations **work separately** and **compete**
- **Evaluation** attempts to **isolate** a particular organization's impact
- Large scale change is assumed to depend on **scaling organizations**
- Corporate and government sectors are often **disconnected** from foundations and nonprofits

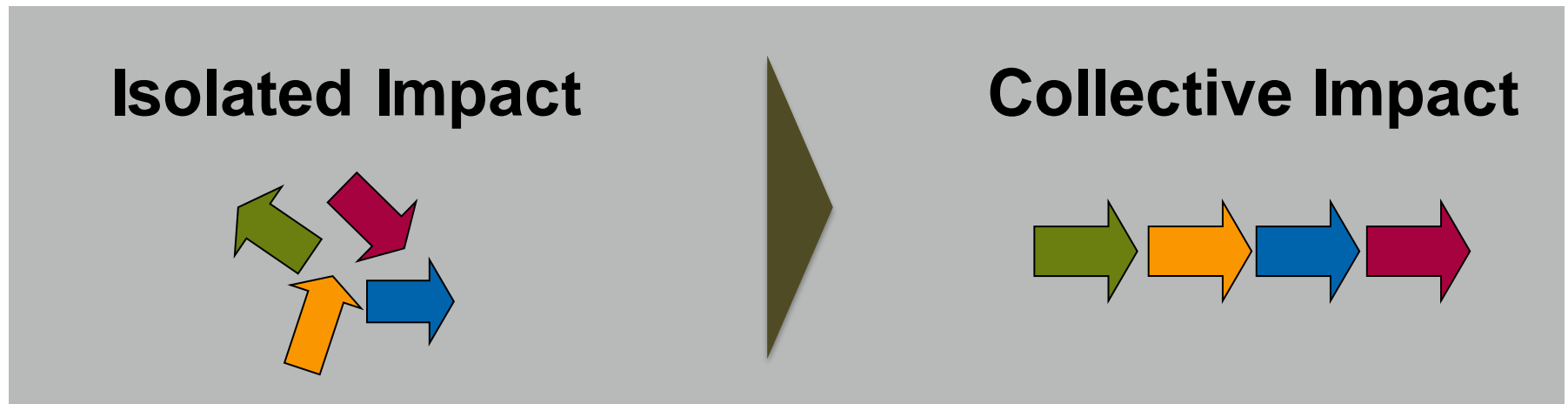


Isolated Impact



Imagine a Different Approach—Multiple Players Working Together to Solve Complex Issues

- All working toward the **same goal** and **measuring the same things**
- **Cross-sector alignment** with **government, nonprofit, philanthropic, and corporate** sectors as **partners**
- Organizations actively **coordinating** their action and sharing lessons learned



Collective Impact recognizes that no single organization is responsible for a major social problem, so no single organization can cure it

Collective Impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.

Collective Impact Involves Five Key Elements

Common Agenda

- **Common understanding** of the problem
- **Shared vision** for change

Continuous Communication

- **Consistent** and **open communication**
- Focus on **building trust**

Mutually Reinforcing Activities

- **Differentiated approaches**
- Willingness to **adapt individual activities**
- **Coordination** through joint plan of action

Shared Measurement

- **Collecting data** and **measuring results**
- Focus on **performance management**
- **Shared accountability**

Backbone Support

- Separate organization(s) with **staff**
- Resources and skills to **convene** and **coordinate** participating organizations