

# Findings from our Impact Measurement Roundtables for Social Enterprises

**01**

## Theme 1: Measuring What Matters & the Complexity of Social Impact Measurement

- Quantitative vs. qualitative data
- Evaluation vs. impact
- Measuring intangible outcomes
- Practical tools and simplicity
- Longitudinal tracking
- Proportionality and fitness for purpose

**02**

## Theme 2: Storytelling & Communication as Strategic Tools

- Stories alongside data
- Audience-tailored communication
- Ethics of storytelling
- Impact reports vs. annual reports
- Strategic communications as a specialist discipline

**03**

## Theme 3: Ethics, Dignity & Responsibility in Data Practice

- Privacy, trust and cultural safety
- Honest acknowledgement of limitations
- Decentring organisational self-interest
- Ethics approvals and participant consent
- Inclusive co-design

**04**

## Theme 4: Short-Term Pressures vs. Long-Term Systemic Change

- Short-term impact as a foundation
- Attribution vs. contribution
- Grassroots action as a source of evidence
- Resourcing and capacity constraints
- Frameworks for navigating change

**05**

## Theme 5: Collaboration, Community & Collective Learning

- Peer learning communities
- Cross-sector partnerships
- Stakeholder engagement and personas
- Staff and volunteer involvement
- Technology and AI as enabling tools
- Building sector-wide practice

**06**

## Theme 6: Artificial Intelligence & Emerging Tools

- AI in social impact measurement
- Practical usefulness vs. limitations
- Sector-specific challenges
- Ethical and responsible use
- Building shared guidance
- Applicable use cases