Agree your impact and outcome goals

This worksheet will help you agree and articulate what you want your service to do, so you can plan activity to measure and achieve those goals.

## Long-term change

|  |  |  |
| --- | --- | --- |
| **Key questions** | **Your response** | **Guidance** |
| What is the long-term change (or impact) you are aiming for?  |  | This may not be something you can achieve within the life of the project. It should be long-term and reflect a sustained change. It should link back to the need and audience you have already considered. |

## Shorter Term Changes

|  |  |  |
| --- | --- | --- |
| **Key questions** | **Your response** | **Guidance** |
| What shorter term changes (or outcomes) are you aiming for that contribute to your long-term change? |  | It is often helpful to think about short term changes in knowledge, skills, attitudes and/or behaviours that will contribute to the long term change you want to achieve. Think of these as the assets you want your audience to have or the ways through which you are trying to equip them to change. |

## Existing research

|  |  |  |
| --- | --- | --- |
| **Key questions** | **Your response** | **Guidance** |
| What does the existing research say about how to achieve the change you want to see? |  | Think about the existing research that is already out there. Is there anything you can draw on? |

## Best practice

|  |  |  |
| --- | --- | --- |
| **Key questions** | **Your response** | **Guidance** |
| What can you learn from other organisations that are offering similar services or supporting similar groups? |  | Think about the best practice or quality principles that are already out there. Is there anything you can draw on? |