



THE IMPACT PLAYBOOK BEYOND THE LAUNDRY LIST

How to build impact reports that
stakeholders actually trust.



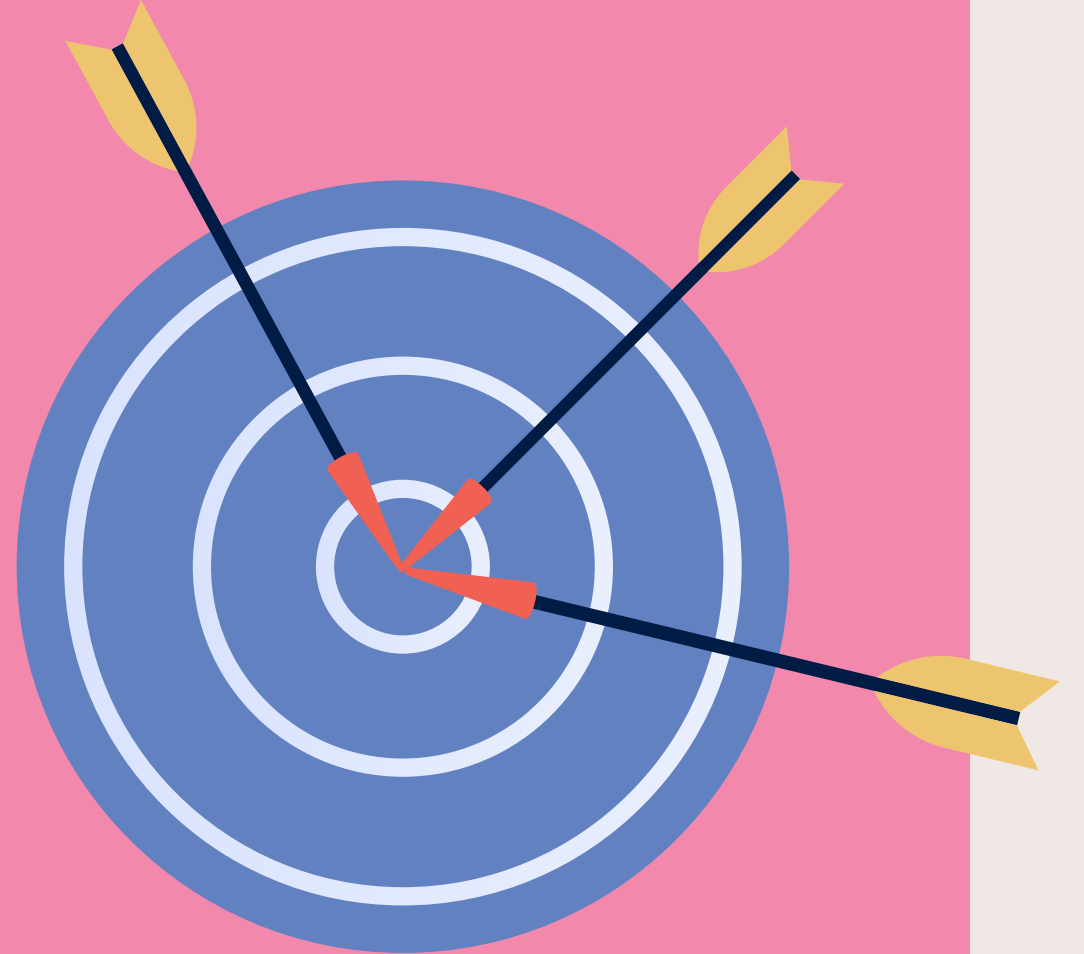
Activities ≠ Outcomes

VISIBILITY (The Laundry List)



We launched X,
trained Y, and reached Z.
*(Promotional focus on
operational outputs)*

EXPLANATION (The Impact)



Because we did X,
Y changed for Z over
this timeframe.
*(Evidence-based focus on
intelligible outcomes)*



The **SHARE** framework for impact reports

S

STREAMLINED

Cut the fluff. Prioritise what matters.

H

HOLISTIC

Show the ecosystem, not just isolated wins.

A

AUTHENTIC

Measured language. Include the setbacks.

R

RESPONSIBLE

Ethical data. Empathetic to the audience.

E

EDUCATIONAL

Leave the reader smarter about the issue.



The **six-step process** that leaders can use

1

CLARIFY INTENT

Define audience and desired action.

2

MAP WHAT MATTERS MOST

Choose 3-5 core themes.

4

STRUCTURE NARRATIVE

Context > approach > change > learning

3

BUILD INVENTORY

Gather outputs, outcomes and limits.

5

DESIGN FOR REUSE

Create derivative assets for different audiences.

6

MAINTAIN MOMENTUM

Build a continuous feedback loop.



The ultimate **stress test**

Every credible impact case study must be able to answer these clearly and convincingly.

WHY THIS PROBLEM?

Real-world relevance beyond the discipline

WHY NOW?

Timeless, urgency, and shifting policy windows

WHY THIS APPROACH?

What makes it distinct from previous attempts

WHY YOU?

Unique positioning, trust, and plausible success

Read the full article by Julian Tang on *Asian Management Insights*.
Link in caption.