

# WHY FOCUS ON IMPACT?

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# Why focus on clarifying your impact?

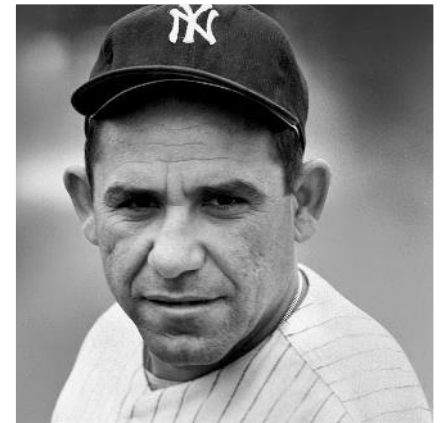


**“If you don’t know where you’re going, any road will take you there.”**

Lewis Carroll  
(the Cheshire Cat to Alice)

**“If you don’t know where you’re going, you’ll end up someplace else.”**

Yogi Berra



# Why does impact matter?



- Being clear on the impact your program aims to achieve gets everyone on the same page...
  - It's a rallying cry for engagement and support
  - It gets people aligned
  - It drives commitment to a meaningful objective



- ...and sets your path to achieving it.
  - You can only know what actions to undertake and which opportunities to pursue, if you know what you are trying to achieve

# Example 1: What if you wanted to *save \$10k by December 1?*

Intended impact =

I want to **save \$10k** by December 1

- What might your strategies be?



## Spend less

- Decrease expenses
- Use coupons/ shop the flyers
- Borrow vs. buy

## Save more

- Use a bank account that auto saves
- Transfer \$X/pay to a separate account

## Make more revenue

- Get a second job
- Ask for a raise
- Work more hours

# Example 2: What if you wanted to *buy a house by December 1?*

Intended impact =

I want to **buy a house** by December 1

- What might your strategies be?



Spend less

- Decrease expenses
- Use coupons/ shop the flyers
- Borrow vs. buy

Save more

- Use a bank account that auto saves
- Transfer \$X/pay to a separate account

Make more revenue

- Get a second job
- Ask for a raise
- Work more hours

Borrow more

- Take out a line of credit
- Borrow from family

# Example 3: What if you wanted to *live in a safe, affordable place by December 1?*

Intended impact =

I want to live in a **safe, affordable place** by December 1.

- What might your strategies be?



Identify safe neighbourhood

- Talk to parents & friends
- Review local news

Look at non-ownership options

- Look at rental options
- Explore co-op or shared ownership models

Spend less

- Decrease expenses
- Use coupons/ shop the flyers
- Borrow vs. buy

Save more

- Use a bank account that auto saves
- Transfer \$X/pay to a separate account

Borrow more

- Take out a line of credit
- Borrow from family

Make more revenue

- Get a second job
- Ask for a raise
- Work more hours

A clear intended impact is our guide for deciding which strategies to pursue.

Strategy	Save \$10K	Buy a house	Safe and affordable
Spend less			
Save more			
Borrow more			
Make more revenue			
Move to another rental			

**Which of these opportunities might you only pursue to live in a safe, affordable home?**

A clear intended impact is our guide for deciding which strategies to pursue.

Strategy	Save \$10K	Buy a house	Safe and affordable
Spend less	✓	✓	?
Save more	✓	✓	?
Borrow more		✓	?
Make more revenue	✓	✓	?
Move to another rental			✓

**A focus on a safe, affordable home significantly changes the strategies to pursue.**