

capacity solutions creativity
 innovation measurement leadership progress
 large-scale **collective impact** change
 FLEXIBILITY improvement meaningful
 funding common agenda future
 long-term coaching emergence
 continuous communication positive
 backbone co-ordination complexity
 evaluation resources shared identity
 collaboration focus



**Collective
Impact WA**

What is Collective Impact?

Collective Impact is a proven framework for long-term, measurable, large-scale social change. It is a co-ordinated approach to tackling big issues such as poverty, education, underage drinking, homelessness, early childhood development, environmental degradation, mental health and much more.

John Kania and Mark Kramer in the USA first coined the term 'Collective Impact'. It is worth reading their articles published in the *Stanford Social Innovation Review* since 2011.

The Principles of Collective Impact

1. Set a common agenda
2. Create a shared identity with mutually reinforcing activities
3. Develop a shared measurement platform
4. Ensure there is continuous communication
5. Create a backbone secretariat to co-ordinate the Collective Impact project and all of its participants

There are four **pre-conditions** that need to be in place before Collective Impact can work successfully: inspirational, influential leadership; adequate funding to sustain it; agreement that there is an urgent need for change; and outcomes measurement capability.

Collective Impact is an initiative that requires **long-term commitment**. The early stages of initiating action and planning can take anywhere from six months to two years, followed by a long-term phase in which impact will become evident and meaningful change will occur.

Collective Impact WA can help you and your organisation become leaders for social change:

- Individual and small group coaching, mentoring and advice about the Collective Impact framework
- Group workshops on Collective Impact
- Presentations about the Collective Impact framework (45 minutes to 2½ hours)
- Specific sessions on each of the framework areas: common agenda, shared identity, measurement, communication, backbone secretariat
- As guest speakers or panel members at your next conference, seminar or professional development day.

Principles, Common Agenda

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