



THE COMMON FOUNDATIONS

Is impact measurement for you?

Before embarking on implementation of the Common Foundations, it is crucial that you first ask yourself if your organization will benefit from impact measurement.

At the Common Approach to Impact Measurement, we are ardent believers in impact measurement. And we want you to be too.

However, we invite you to embrace impact measurement with all its limitations in full view. Some people become fanatical about impact measurement, seeing it as a solution to all problems. It is tempting to look for silver-bullet solutions, but ultimately we need diverse solutions that allow for the complexities of society.

We want you to see impact measurement for what it is, for what it can be, and for what it can never be or do.

Impact measurement is useful for learning, innovation, demonstrating impact, and accountability. However, there are other ways to learn, innovate, demonstrate, and be accountable.

Impact measurement has some known shortcomings. It is **consequentialist in its ethics**. It is **change-focused**. **Colonialist histories are present within impact measurement practice**. Given these limitations, Impact Measurement may not be right for your organization.

The five essential practices are essential for organizations that have *already decided to do impact measurement*. Please take the time to reflect if impact measurement is right for your organization before adopting these practices.



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