

# Impact Model

Definition & model

Measurement

Reporting

United States

INTERVIEW – BEST PRACTICE

Vector Map

# Three Coins

[Unsere Arbeit](#) [Unser Angebot](#) [Beratung](#) [Entwicklung](#) [Lizensierung](#) [Über uns](#)



Finanzkompetenz für heute  
und morgen  
Inspirieren● Anpacken● Verändern●

Problem & solution

Impact

Proof of impact

Impact model

External support

Data analysis

Reporting

Lessons learned

Q&A

IMPACT MODEL - GUIDANCE

# Meaning of impact

WHAT DOES IMPACT MEAN TO CPU?



HOW IMPORTANT IS IMPACT FOR CPU'S REPUTATION & EXTERNAL COMMUNICATION?





IMPACT MODEL - GUIDANCE

# Definition of impact

WHAT IS THE IMPACT & ADDED  
VALUE OF CPU'S BUSINESS?

HOW DOES CPU DEFINE IMPACT  
IN BRIEF?  
WRITE A MANTRA!





IMPACT MODEL - GUIDANCE

# Set-up impact model

WHICH BUSINESS FIELDS DO GENERATE  
IMPACT?

WHICH 3-5 KPI SHOULD CPU TRACK &  
REPORT?



HOW, TO WHOM & WHEN SHOULD IMPACT  
DATA BE REPORTED?

IS EXTERNAL SUPPORT NEEDED TO  
GENERATE, ANALYSE & VALIDATE IMPACT  
DATA?

