# Impact Model

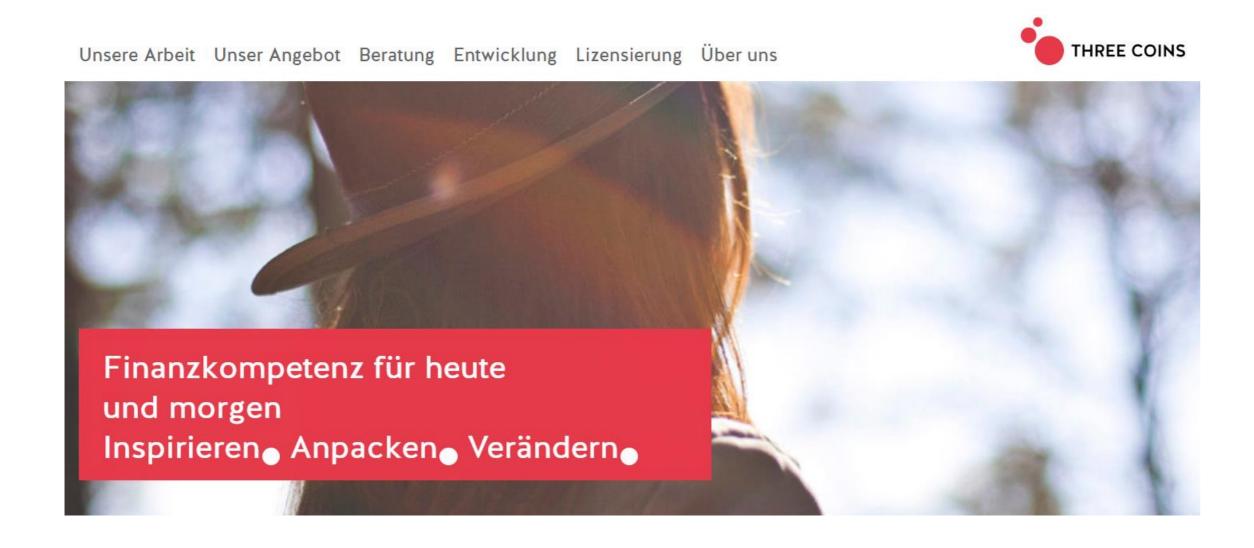
Definition & model

Measurement

Reporting

INTERVIEW — BEST PRACTICE

#### Three Coins



Problem & solution
Impact
Proof of impact
Impact model
External support
Data analysis
Reporting
Lessons learned

Q&A

## Meaning of impact

WHAT DOES IMPACT MEAN TO CPU?



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



### Definition of impact

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

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





## 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?

