

Impact Story

Updated: 6. September 2019

Introduction to the Impact Story

What this model is about and the purpose of it

The Impact Story helps you understand what **impact** you have, not focusing at the product, but focusing on what **problem** you solve and what **value** you create.

The model is useful to understand:

- What **problem you solve**,
- for **whom** you solve it,
- and **what value** you're creating.

Credits and rights when using this model

The approach of using stories as models and tools have been used many times before our Impact Story. The classic User Story from the Agile world, or Simon Sinek's version from his book 'Find your Why' used as a tool to find your purpose and direction.

Sinek's version is:

To: _____ (contribution),

so that: _____ (impact).

Building upon these ideas, making a twist and fitting it to how we speak, our experience and with a purpose of speaking about impact we created Impact Stories.

This document describes our version.



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About the Impact Story Tool

Understand, create and reflect

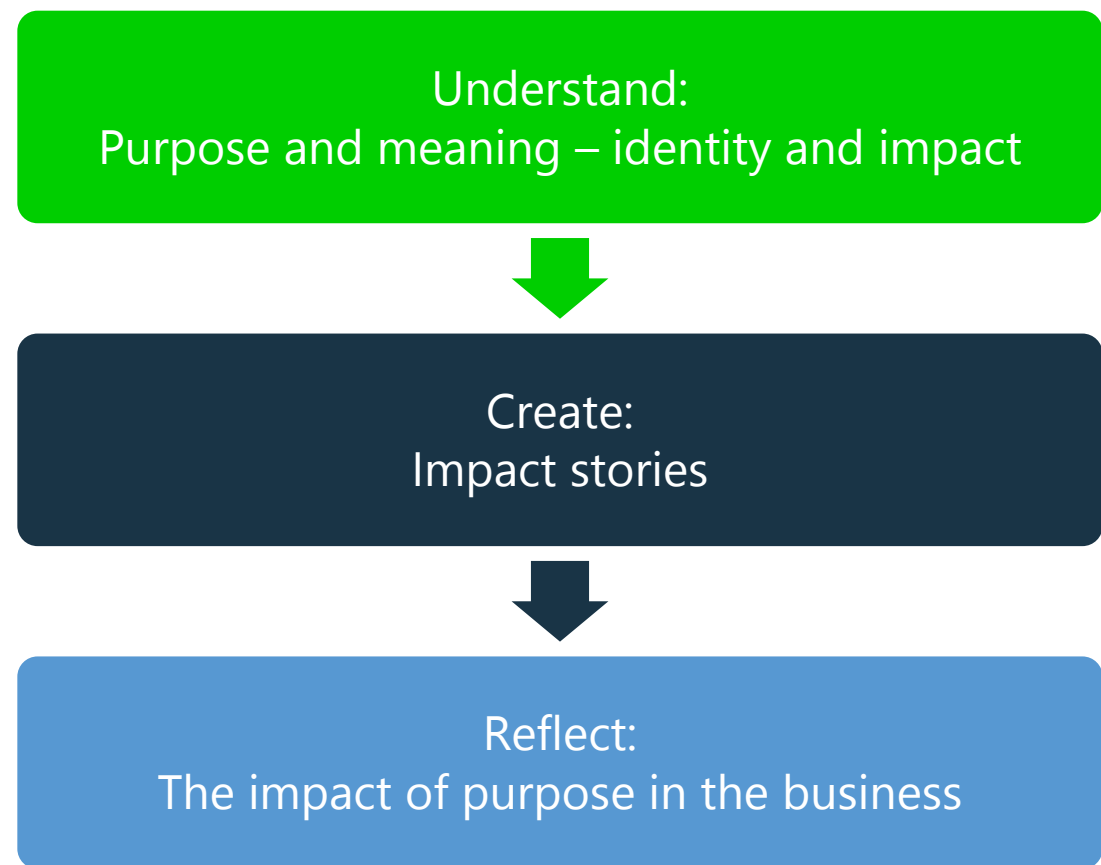
The usual 3-year strategy doesn't make us aware of why we do what we do, and what impact we have in the world. Both to our customers, and to our employees. People tend to forget it after the strategy kick-off and goes back to their day-to-day tasks.

The Impact Story tool makes you and your employees come closer to understanding what kind of impact you create and who it's for. It helps you understand the value you create when you solve problems as an organization.

The tool also invites people in, so that they can understand and feel that what they do, truly make an impact for the whole organization. It creates a feeling of purpose and meaning for the employees.

You will notice the template creates a good debate about framing and wording, discussing what the real values are and for whom it benefits. By the end of the discussing it should have made the employees reflect on why they go to work, and what their impact is that supports the company's purpose.

When you have the results, you should be able focus your energy and resources on the right activities; those that solves the right problems for your customers and employees, and that fit with your mission and purpose.



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graph TD; A[Understand: Purpose and meaning – identity and impact] --> B[Create: Impact stories]; B --> C[Reflect: The impact of purpose in the business];
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Understand:
Purpose and meaning – identity and impact

Create:
Impact stories

Reflect:
The impact of purpose in the business

The purpose of the Impact Stories

What's in it for me?

Before you scroll down to the workbook, think about how this model will help you in your work.

The Impact Story is designed to help you with:

- Understand what kind of impact you make.
- Who you make an impact for.
- And what value you add to the ones you make the impact for.

Before using Impact Stories:

Consider what you want to obtain from the exercise. Ask yourself:

1. Who should be a part of the workshop creating Impact Stories?
2. Are you doing the right things?

There's a difference between doing things right and doing the right things. During this exercise, you should focus on whether you are doing the right things to create the impact you want, or you need to stop doing something.

On the next page, you can see how the Impact Story looks like.



Theme:



We
(do stuff)

Step two: WHAT are we doing to impact someone?



So that
(someone)

Step one: Start by asking WHO are we going to impact?



Can
(obtain/do stuff)

Step three: WHAT can "someone" do or obtain with our impact?

As a concrete example I would mention:

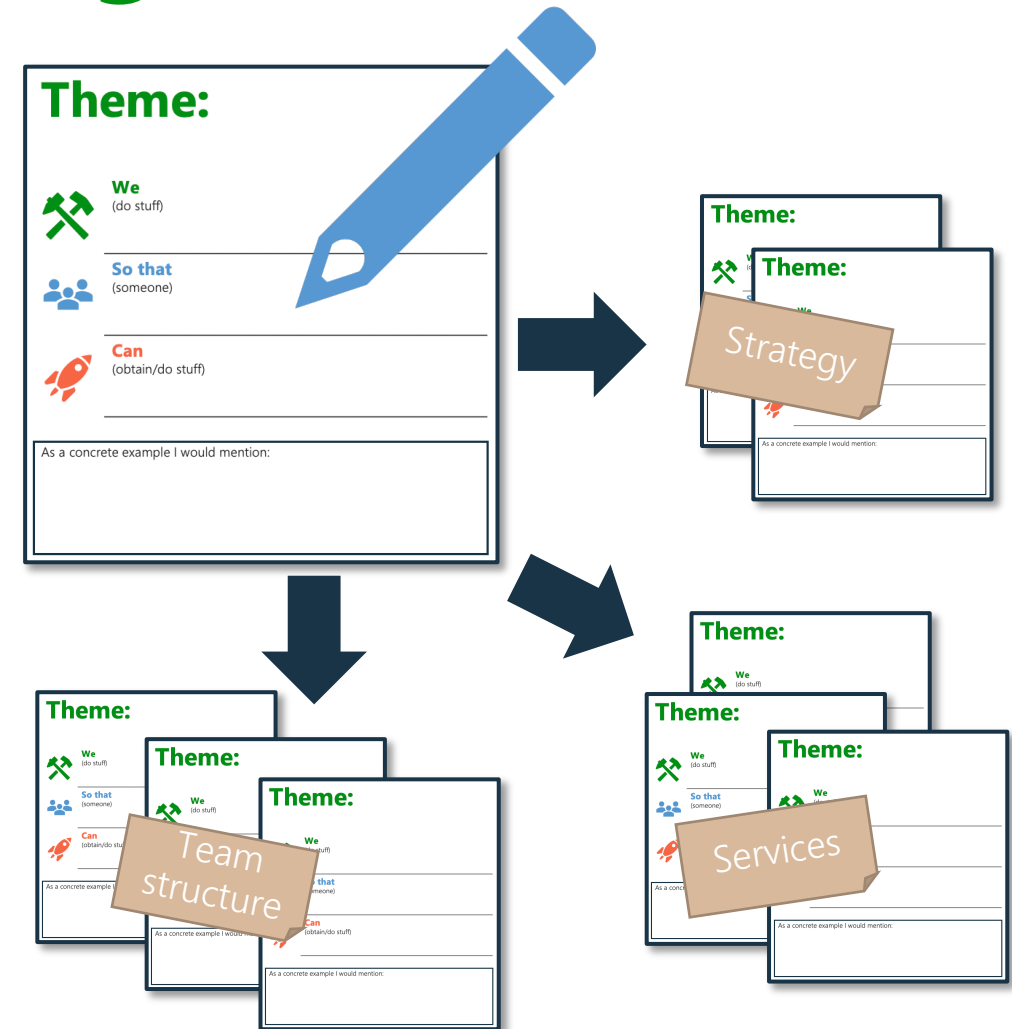
Workbook: How to use Impact Stories

Guide: How to get going

We recommend you bring printed versions of the template to the Impact Story session as well as something to hang the Impact Stories with.

Take these steps:

1. Gather groups of 4-5 people, with a mix of leaders and employees, and from across the organization.
2. Start in the middle of the template: WHO are you working for? Map out the different personas that you create value for.
3. Then for each persona, describe what actions you perform; and what value that creates.
4. Gather all the templates on a board and bulk together those with matching themes.
5. Use the result for focusing your energy and resources on the right activities; those that solves the right problems for your customers and employees, and that fit with your mission and purpose.



Theme:



We
(do stuff)



So that
(someone)



Can
(obtain/do stuff)

As a concrete example I would mention:

Theme:



We
(do stuff)



So that
(someone)



Can
(obtain/do stuff)

As a concrete example I would mention:

Bloch & Østergaard

Creating organizations where people want to show up!



Mail: Line@blochoestergaard.dk
LinkedIn: [/linebloch](https://www.linkedin.com/company/linebloch)
Instagram: [@linebloch_](https://www.instagram.com/linebloch_)