

## Collective Impact

Since Kania & Kramer introduced the concept in 2011\*, **collective impact** has been adopted as an effective way to address complex social and environmental challenges. This structured way of achieving social change includes 5 conditions that together can take your coalition from common goals to uncommon results!

- ✓ It starts with a **common agenda** or coming together to collectively define the problem and create a shared vision to solve it.
- ✓ It establishes **shared measurement** or agreeing to track progress in the same way, which allows for continuous improvement.
- ✓ It fosters **mutually reinforcing activities** or coordinating collective efforts to maximize the end result.
- ✓ It encourages **continuous communication** or building trust and relationships among all participants.
- ✓ It has a strong **backbone** or an organization (like a **coalition** or its **lead agency**) that is dedicated to orchestrating the work of the group.

**Complete this table to identify which conditions of Collective Impact you already have & what you need to do to improve or achieve them?**

<b>Collective Impact</b>				
	Yes	No	If yes, how can we improve?	If no, what must be done to have it?
<b>Common Agenda</b>				
<b>Shared Measurement</b>				
<b>Mutually Reinforcing Activities</b>				
<b>Continuous Communication</b>				
<b>Backbone Organization</b>				

\* Kania, J. & Kramer, M. (2011). *Collective impact*. *Stanford Social Innovation Review*. Winter: 36-41.  
[http://leveragingourstrengths.ca/reading/collective\\_impact.pdf](http://leveragingourstrengths.ca/reading/collective_impact.pdf)