

The 4 phases of Collective Impact

Components for Success	Phase I Generate Ideas and Dialogue	Phase II Initiate Action	Phase III Organise for Impact	Phase IV Sustain Action and Impact
Governance & Infrastructure	Convene community stakeholders	Identify champions & form cross-sector group	Create infrastructure (backbone & processes)	Facilitate & refine
Strategic Planning	Hold dialogue about issue, community context and available resources	Map the landscape and use data to make case	Create common agenda (common goals and strategy)	Support implementation (alignment to goal and strategies)
Community Involvement	Facilitate community outreach specific to goal	Facilitate community outreach	Engage community and build public will	Continue engagement and conduct advocacy
Evaluation and Improvement	Determine if there is consensus/urgency to move forward	Analyse baseline data to ID key issues and gaps	Establish shared metrics (indicators, measurement, and approach)	Collect, track, and report progress (process to learn and improve)

Achieving Large-Scale Change through Collective Impact Involves Five Key Conditions For Shared Success

Common Agenda: All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions

Shared Measurement: **Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable

Mutually Reinforcing Activities: Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action

Continuous Communication: **Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

Backbone Support: Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**