



Impact Academy

# *Welcome Pack*



## *Welcome to the Impact Academy!*

I am so EXCITED to have you in this programme and join the growing community of social entrepreneurs who see the POWER in communicating their IMPACT STORY!

I can't wait to get chatting in the Facebook Group, answer your questions in the monthly live webinars and maybe even meet you for a coffee (over skype sometime)! Remember you can also send me an email at anytime (I try to reply within 48 hours with the exception of weekends).

To help you get started on this INCREDIBLE JOURNEY to up-levelling your business and achieving your ever-expanding goals, I've created this Welcome Pack.

It's a great place to start, before diving in to the modules (which I know you want to do).

It is designed to help you take stock of where you are now, so you can see the PROGRESS you make each step of the way. It also helps you set some GOALS for what you want to achieve from the programme, and will provide a good starting place for you to refer back to as you come to some of the modules.

This workbook will take some time, and requires your focus.

I want you to allow yourself to DREAM BIG!

Don't be limited by what you've experienced so far, don't dismiss your deepest desires for your business and don't give up (ask for help when you get stuck)!

This is your opportunity to focus on your VISION and start making it happen.

I would suggest setting aside at least an hour to work your way through it – it will be worth it, trust me!

Don't delay. Get started now. There's no time to lose.



## *Where are you now?*

### **Celebrate your success!!**

Recognising success can be key to sustaining motivation and momentum in your business.

We often don't take enough time to sit back and celebrate success or recognise how far we've come, and what we've achieved.

Celebrate where you are now, from where you were 3, 6 or 12 months ago.

What's different in your business? Just sit and reflect on this for 5-10 minutes.

Remember the time when your business was just an idea? Now look where you are.

Make a note of what comes up for you here...



What is your big vision? What impact do you dream of creating in the world?

What have you achieved so far?

What have been your greatest accomplishments during that time?

What have you learnt since then?



What's surprised you? What didn't you expect when you started out (good and bad)?

What have you already overcome?

Some examples are:

"I never thought I'd be able to pitch my idea to prospective client, but now I do it 2-3 times a month and am confident talking about the benefits of my business at networking events"

"I secured a major client / customer who I thought would never be interested in our business"

"We have a professional looking website which I'm proud to share and direct people towards"

"I received this amazing piece of feedback today: "include quote"

"We impacted the lives of 10 more people by ....."



For questions 7–15 reflect on everything about you and your business, not just things which might relate to this course. There will be an opportunity to discuss your answers to these questions in our first group webinar.

What are the strengths and weaknesses of your business right now?

What's not working in your business right now?

What are the current barriers to success?



What are you worried or fearful of trying in your business?  
(For example, What would be risky to try out? What thing, if you tried it, are you not 100% sure it would work? What are you always putting off doing? Where in your business do you find yourself procrastinating? What areas of your business do you tell yourself you don't have the skills for, either yourself or within your team?)

What do you find frustrating about your business? When do you find yourself getting frustrated?

What's holding you back from being where you want to be?

Answer this statement: "I could do ..... if ..... was different"



*Where are you at with measuring and communicating your impact?*

Why did you join this course? What do you hope to achieve, and why?

*Email these to me ([kat@shareimpact.org](mailto:kat@shareimpact.org)) so I can make sure as much as possible you get what you need from the course. I can also tell you where to find the content which will be most useful to you.*

How would you describe the impact your organisation creates at the moment?

Are there any areas of your impact story you would like to gain confidence in communicating?





In what ways do you think measuring and communicating your impact would benefit your business?

Do you have a target audience in mind when you measure and communicate your impact? Who is your target audience? Why are these people/organisations a priority?

How does your current communications plan enable you to deliver the goals you have for your business?



What platforms are you currently using to communicate your impact, and how regularly?

PLATFORMS	DAILY	WEEKLY	MONTHLY	ANNUALLY	What Do You Use Them For?
Your Website					
Blog					
LinkedIn					
Facebook					
Twitter					
Instagram					
Pinterest					
Podcast					
Other?					



Which platforms would you like to use and how regularly?

PLATFORMS	DAILY	WEEKLY	MONTHLY	ANNUALLY	Why Do You Want To Use Them?
Your Website					
Blog					
LinkedIn					
Facebook					
Twitter					
Instagram					
Pinterest					
Podcast					
Other?					



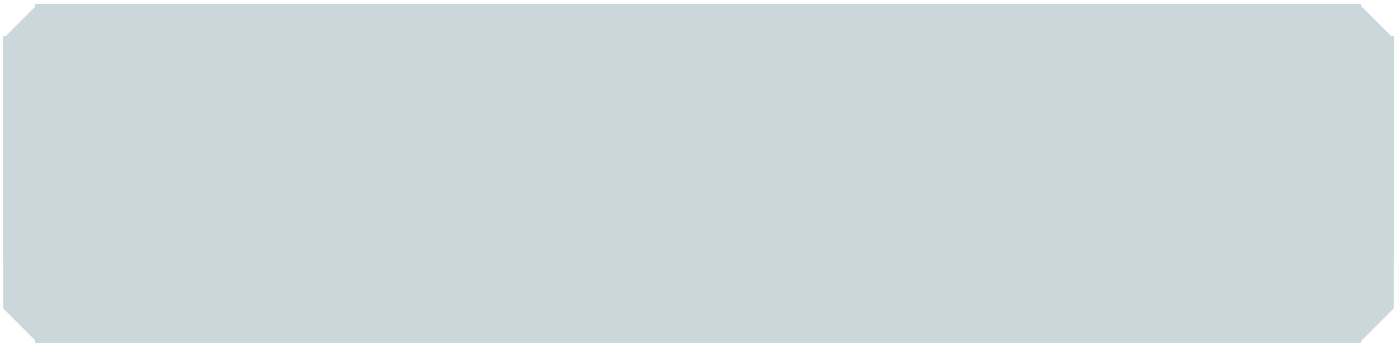
## *What do you want to achieve?*

Measuring and communicating your impact is a powerful way to develop your business and achieve your goals, especially if these are related to increasing your presence and influence; attracting more customers or client; and securing more income to scale your impact.

Aligning your vision and goals for your business with impact measurement and communication planning is therefore key to success.

Being clear on what you want to achieve personally and in your business, will help you maximise the impact of this course.

What does success look like for you and your business?



Your idea of success is always changing. As you develop, progress and achieve your goals, your ability and potential grows, changing what success might mean. Although you might know where you want to be in 12 months time, I'd suggest you never plan more than 90 days ahead. And get really focussed on setting stretching goals for the next 90 days.

You don't know what will be possible in 90 days, once you've implemented all your actions. If you focus on achieving big goals in the next 90 days, your next stage goals for the following 90 days might be likely to have expanded to something you can't envision possible at the moment, and you don't want to be limited by what you're capable of achieving today. So give yourself the flexibility to grow and set new goals each 90 days.



Let's start from where you're likely to be though:

Where would you like to be in 12 months? Write down all the things you would like to have achieved in 12 months from now. Dream big, and don't limit yourself on what you think is and isn't possible.

Where would you like to be in 6 months? Which of the above things do you think you could achieve in the next 6 months?

What would you like to achieve in 90 days? Be really specific here. What would look different in your business if these things happened? How would it feel?




What barriers or challenges currently limit your ability to achieve these goals in 90 days?

How could you overcome these?

Which of your answers to question 14, will help you achieve your 90 day / 6 month goals?

What is your required monthly income? (If you don't have a monthly income target, divide your annual income target by 12).




I ask about your income goals because I know how important income is to sustaining (and growing) your business. But so many entrepreneurs don't have a clear idea of exactly what income they need to bring in every month. And this is a particularly difficult concept for some social entrepreneurs who set an income target for the year, and then don't break it down month-by-month.

Of course, this will depend on your business, but having a clear income target each month (or each 90 days if this works better for you) can really focus the mind to working on the things that will really help your business grow and create more impact. The better you get at doing these things and stop doing the things that actually don't help your business develop, the quicker you are likely to achieve success (however you define it).

Remember if securing and increasing your income is a priority in your business, then make it a priority. Get serious about it and make sure you're taking consistent action everyday to reach your target. As is explained throughout the course, measuring and communicating our impact is one way to help attract income and develop your business.

Finally, write down all the goals you have noted within this workbook below but as if you've already achieved them.



For example, your goal is to secure £4000 in the next 90 days for x, y or z. Write the goal as if you've achieved it: "I have secured £4000 to pay for x, y & z".



*Congratulations!* You can not get started on Module 1...