Tūhono Impact

Worksheet #6: Measuring What Matters

Not everything that counts can be counted—and not everything that's counted really matters. This worksheet helps you explore practical, culturally grounded tools for measuring what matters most in your mahi.

🧰 Pick the Right Tools for the Right Purpose

Purpose	Recommended Tool or Technique	Why it's Useful
Understand lived experience	🗣 Interviews, storytelling, talanoa	Captures emotional, relational, and cultural dimensions of change
Track numerical change	📊 Surveys, registration forms, counts	Measures scale, trends, and participation over time
Make it visual and accessible	🎨 Photo diaries, dashboards, maps	Shows impact at a glance—great for community and funders
Reflect together	🔄 Traffic light check-ins, wānanga, reflective journaling	Encourages real-time feedback and adaptive learning
Capture cultural outcomes	🌿 Tohu of Change, whānau observation, language use	Tracks change using Indigenous and community-defined indicators
Link to funder language	🧮 SROI, logic models, theory of change	Helps translate impact into economic or systemic terms

⚠️ Cautions and Considerations

A Few Things to Watch For:

- Avoid over-relying on what's easy to count
- Respect the difference between proving and improving
- Honour whānau voice and context—don't extract stories
- Choose tools that reflect not just outcomes, but the *way* change happens

🧪 Techniques in Action – Examples

Tool	Best Used When…	Example
Photo Diaries	You want to show individual growth or journeys	Rangatahi capture photos of their leadership development weekly
Traffic Light Check-ins	You need quick, regular feedback	Participants rate how supported or confident they feel (Green/Yellow/Red)
Outcome Mapping	You're working in complex systems	Track shifts in attitudes, behaviours, and relationships across a project
Dashboards	You want to show data clearly to stakeholders	A shared digital dashboard tracks attendance, outcomes, and feedback
Storytelling Circles	You want to surface collective impact and insights	Monthly talanoa reveals how whānau feel about housing stability
Tohu of Change	You're working with kaupapa Māori or Pasifika communities	Kaumātua observe stronger intergenerational ties and increased use of te reo
SROI	You need to show economic value	$1 spent on a youth programme = $5 in reduced justice and health costs

🧠 How to Choose the Right Tools

Ask yourself:

✅ Who is this for? (Community, funders, your team?)
✅ What kind of change are we tracking—behavioural, cultural, relational, systemic?
✅ What resources do we have—time, people, skills, platforms?
✅ Are we honouring different ways of knowing (e.g., storytelling, tohu, data)?

💡 Tip: Combine a few methods to tell the fullest story—don't rely on just one.

✍️ Create Your Toolkit

Fill in your own plan below:

What We Want to Measure	Tool or Method	Why It Works for Us
Connection to culture	Storytelling and reo use in hui	Reflects identity, belonging, and lived change
Employment outcomes	Surveys + outcome map	Shows progress and gaps along the employment pathway

🌀 6. Build in Reflection

Measurement should support learning—not just reporting.
Use techniques like:

- 🕓 Monthly reflection sessions
- 📓 Learning journals (individual or group)
- 🔄 Impact check-ins at project milestones
- 🎙️ Community kōrero to sense shifting needs

✅ Next Steps

- Choose 2–3 tools to trial in your mahi
- Ask your community what success looks like to them
- Blend tools that show both stories *and* stats
- Build in time to reflect and adapt