

**IMPACT  
EVALUATION**

Measuring and reporting on the positive impact achieved and adapting the plan based on this feedback.



**IMPACT  
ANALYSIS**

Understanding the current impact of the business, both positive and negative, and identifying opportunities for improvement.



**IMPACT  
IMPLEMENTATION**

Putting the plan into action, focusing on activities that create a positive impact while minimizing negative impact.



**IMPACT  
FORMULATION**

Setting goals for creating a positive impact and developing a plan to achieve them.

