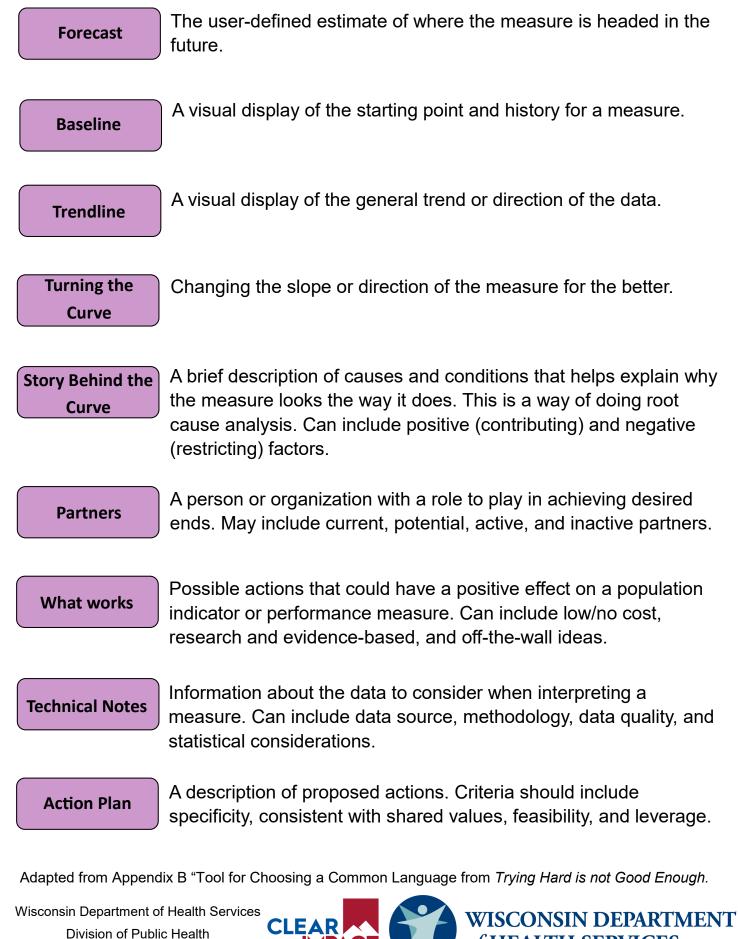# Clear Impact
Common Language

Clear Impact Scorecard: A software tool to measure, visualize, and communicate organizational performance data and plans.

Result	A condition of well-being for a geographical population of children, adults, or communities.
Indicator	A measure that helps quantify the achievement of a geographical population result, often expressed as a count, percent, rate, or qualitative description.
Strategy	A coherent set of actions that has a reasoned chance of producing a desired effect, done by a program, agency, or service system responsible for helping achieve results.
Performance Measure	A measure of how well a program, agency, initiative, partnership, or service system is working. Includes the following types of measures:

a. **How much did we do? (quantity of effort, inputs, outputs)**	A measure of the <u>quantity</u> of effort (how much service was delivered).
b. **How well did we do it? (quality of effort, efficiency measure, process measure)**	A measure of the <u>quality</u> of effort (how well the service functions were performed).
c. **Is anyone better off? (customer result or outcome, quantity & quality of effect)**	A measure of the quantity and quality of <u>effect</u> of a specific service or program on customers' lives.

Adapted from Appendix B "Tool for Choosing a Common Language from *Trying Hard is not Good Enough.*

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Forecast	The user-defined estimate of where the measure is headed in the future.
Baseline	A visual display of the starting point and history for a measure.
Trendline	A visual display of the general trend or direction of the data.
Turning the Curve	Changing the slope or direction of the measure for the better.
Story Behind the Curve	A brief description of causes and conditions that helps explain why the measure looks the way it does. This is a way of doing root cause analysis. Can include positive (contributing) and negative (restricting) factors.
Partners	A person or organization with a role to play in achieving desired ends. May include current, potential, active, and inactive partners.
What works	Possible actions that could have a positive effect on a population indicator or performance measure. Can include low/no cost, research and evidence-based, and off-the-wall ideas.
Technical Notes	Information about the data to consider when interpreting a measure. Can include data source, methodology, data quality, and statistical considerations.
Action Plan	A description of proposed actions. Criteria should include specificity, consistent with shared values, feasibility, and leverage.

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