



# Impact Analysis

How The Clearing enables organizational success by illuminating how a system works and identifying what areas most need to be investigated.

At The Clearing, we specialize in accelerating results within organizations with high social complexity. We are adept at applying our methods to meet the growing demands of leaders as they generate plans and strategies to drive customer value. **More specifically, we design long-term solutions that empower leaders and their teams, resulting in livable strategies and transformation that sticks.**

Unfortunately, oftentimes achieving sustainable solutions is not enough at the conclusion of an engagement. Throughout an initiative, and especially at the end, leaders must prove their success to superiors, stakeholders, and customers - but how?

## Defining Success

To equip leaders with the proper data and narrative to answer this question, The Clearing incorporates Impact Analysis **into all client engagements in order to define the success and impact of an initiative.** In order to do so, The Clearing leverages specific methodology designed to quickly understand, capture, and quantify the impact that a client has achieved throughout the lifespan of a project.

**Quantifying impact is of the utmost importance, and can be used to drive:**



Organizational adoption

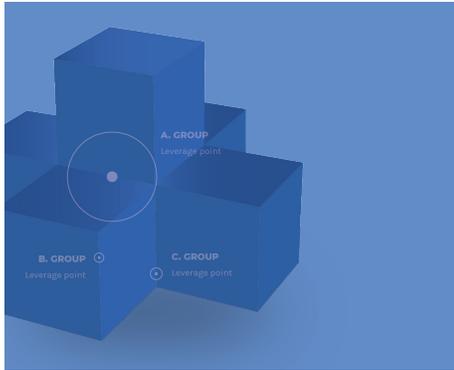


Stakeholder alignment



Progress on subsequent and tangential initiatives

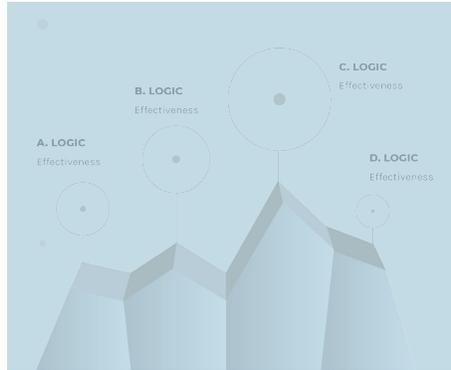
# The Clearing's Impact Analysis Methodology



1

## Performance Data Analysis

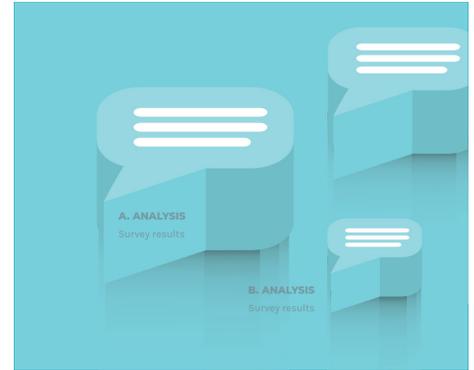
Creates an understanding of the problems or leverage points that exist in a process that can be targeted to improve it further.



2

## Impact Design

Illustrates how a process, product, or initiative is intended to work and why, in working that way, it will be effective.



3

## Survey Design & Analysis

Provides insight into how something is working for users and what areas most need to be addressed.

## Impact Analysis Outcomes



Defining and measuring organizational successes, both tangible and intangible



Establishing data-driven knowledge of how a system is operating



Engaging transformation storytelling using qualitative and quantitative data



Gaining detailed insight into the areas in most need of investigation



Identifying leading and lagging indicators to allow data-driven decisions



Understanding of financial and other types of return on investment (ROI)

Interested in learning more about The Clearing's approach to Customer Experience?

Contact us today to talk with our team of experts on the next steps.

Ready to Chat?

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