

MEASURING WHAT COUNTS

TOOLS AND PRACTICAL PATHWAYS

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WHAKAMANAWA 2025

10th September
Rotorua

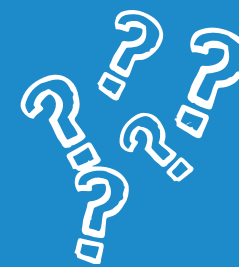
POLL

What's your biggest challenge?

01 Too much jargon and frameworks



02 Not sure I need to measure impact



03 Not sure what to measure



04 Limited Resources



05 Not sure what to do with data



06 Something else





Engage Stakeholders



Build Trust



Track Goals & Progress



Improve Service Design



Identify Negative Changes

Reduce Risks



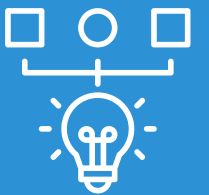
Continuous Improvement



Efficient use of Resource



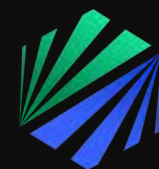
Access Opportunities



Communication

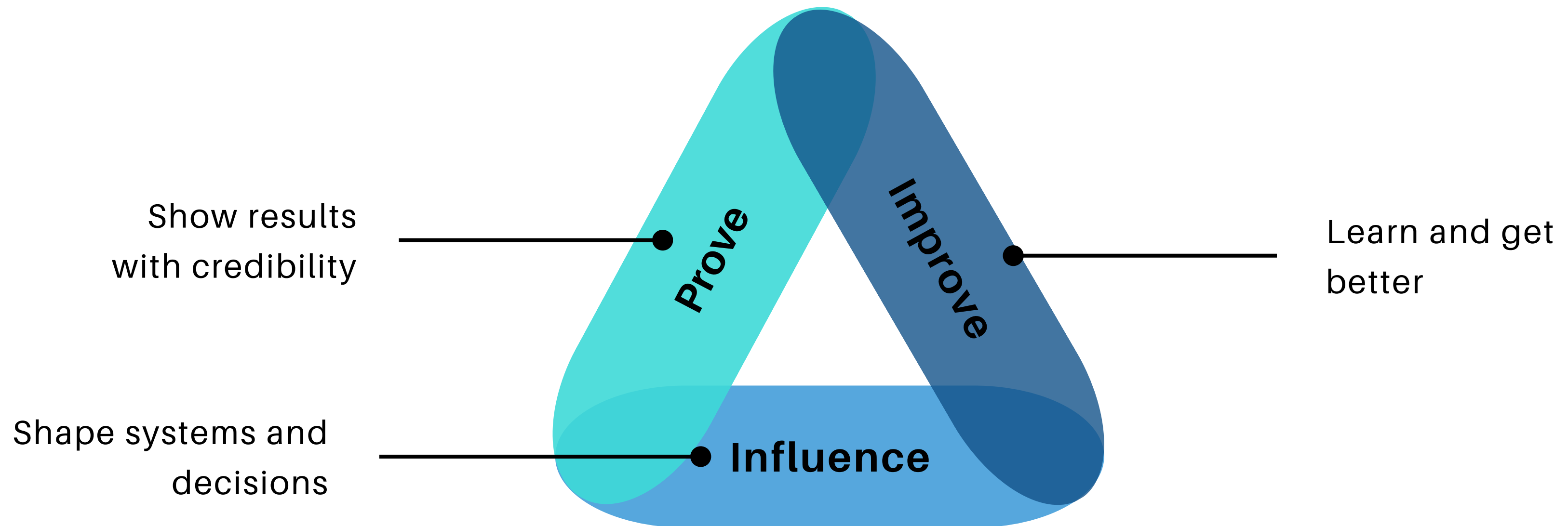


MOVING BEYOND COMPLIANCE



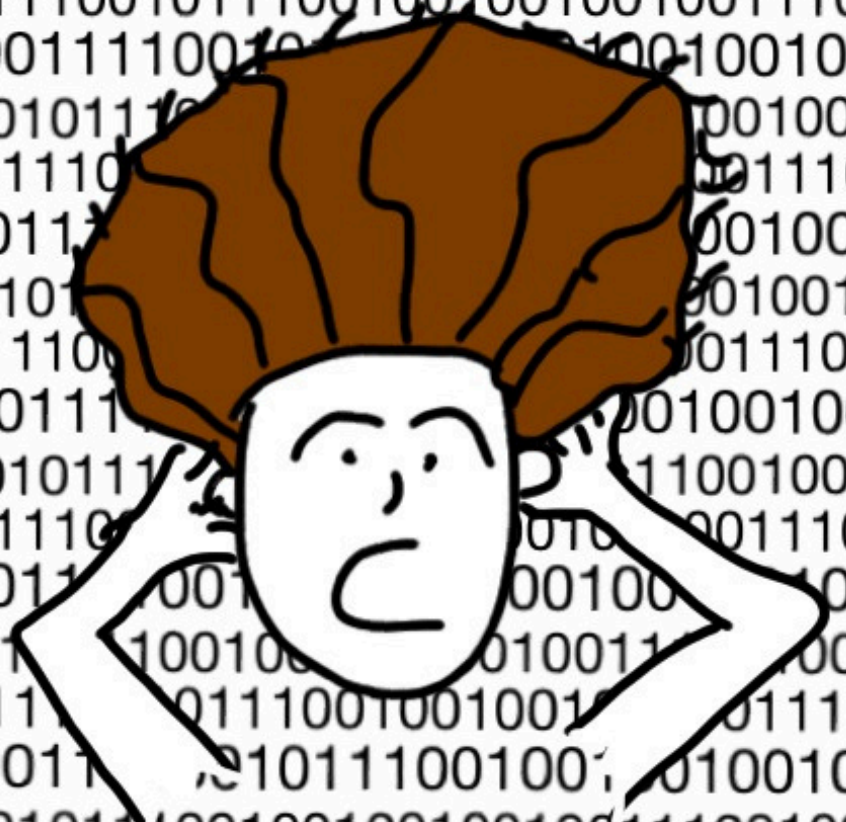
Social Prism

Proving → Improving → Influencing



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Information Overload



freshspectrum.com

How to Choose?

Strategic Goals

What are we really trying to achieve?

01



02

Stakeholders

Whose voices must we prioritise?

Compliance

What's non-negotiable for funders, boards and reports?

03

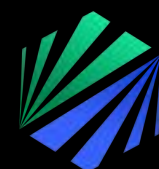


04

Capacity & Readiness

What can we realistically take on today?

Fit-for-purpose



Social Prism

Building Blocks for Measuring Impact



Don't get stuck in the jargon — focus on the essentials

Principles: Your compass

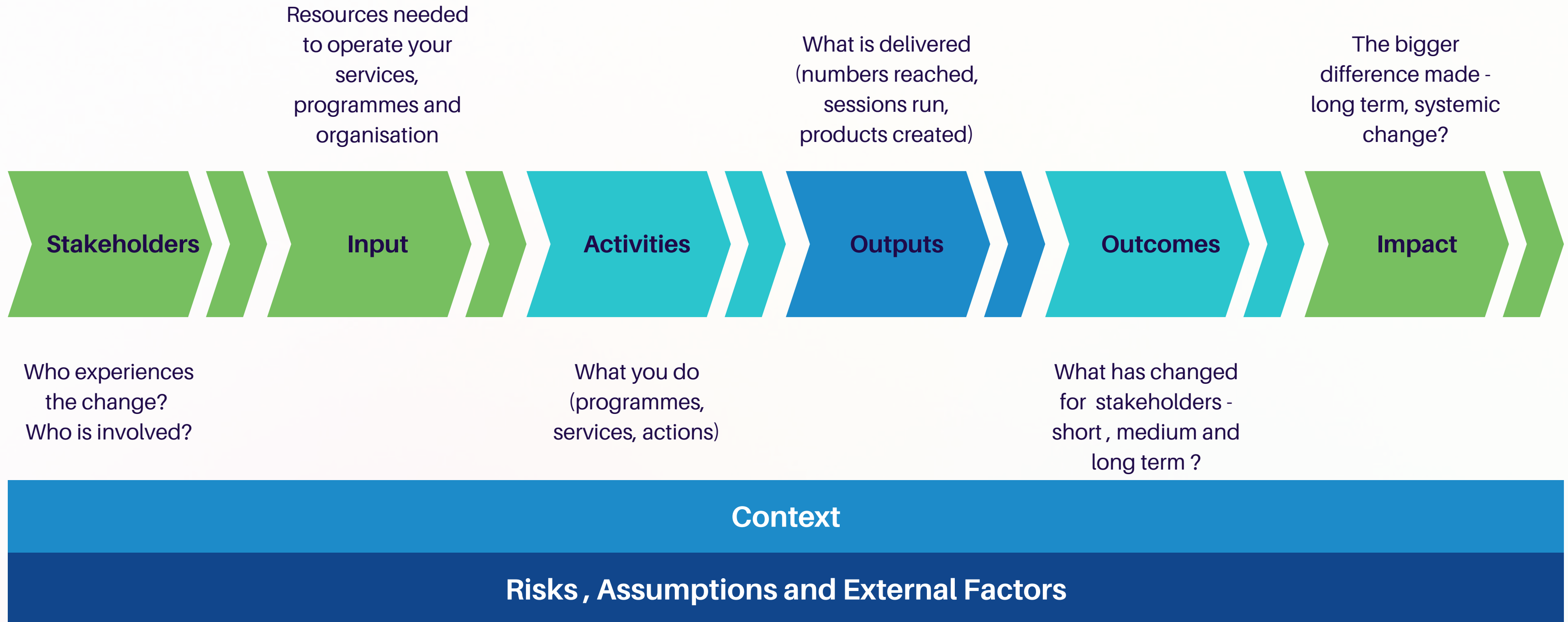
Principles help us cut through jargon and complexity. They guide how we define change, design measurement, collect meaningful data, and report impact with clarity and credibility.

1. Involve Stakeholders
2. Understand What Changes
3. Value the Things that Matter
4. Only Include What is Material
5. Do Not Overclaim
6. Be Transparent
7. Verify the Results
8. Be Responsive

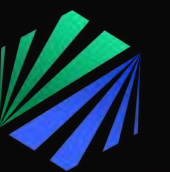
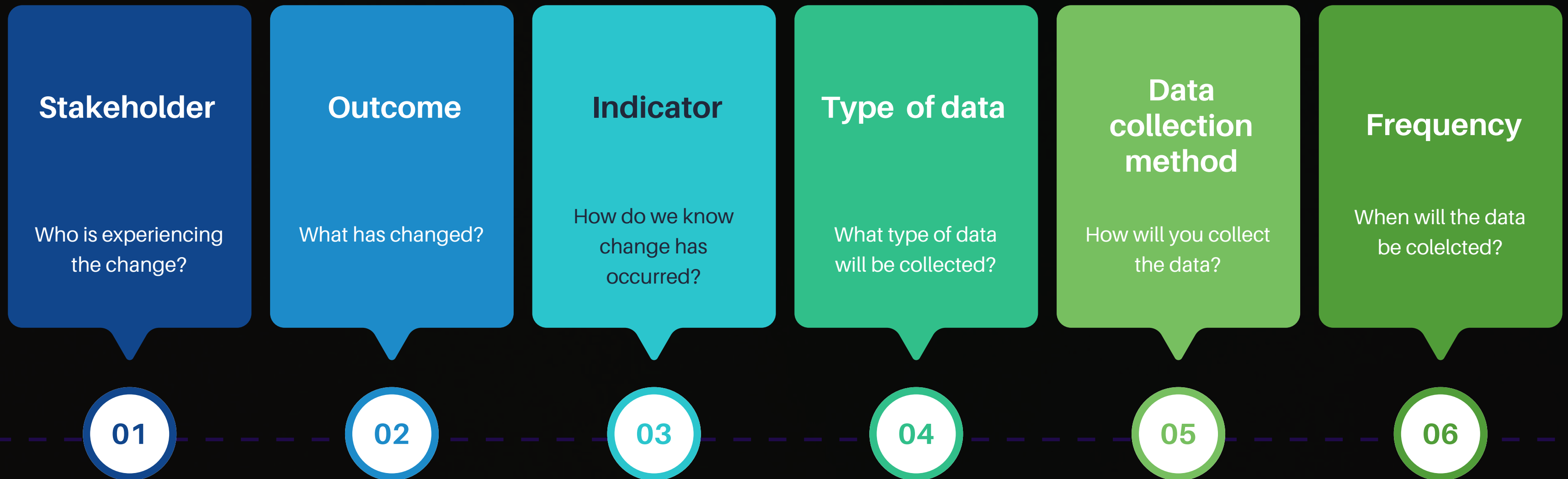


Social Value Principles by SVI

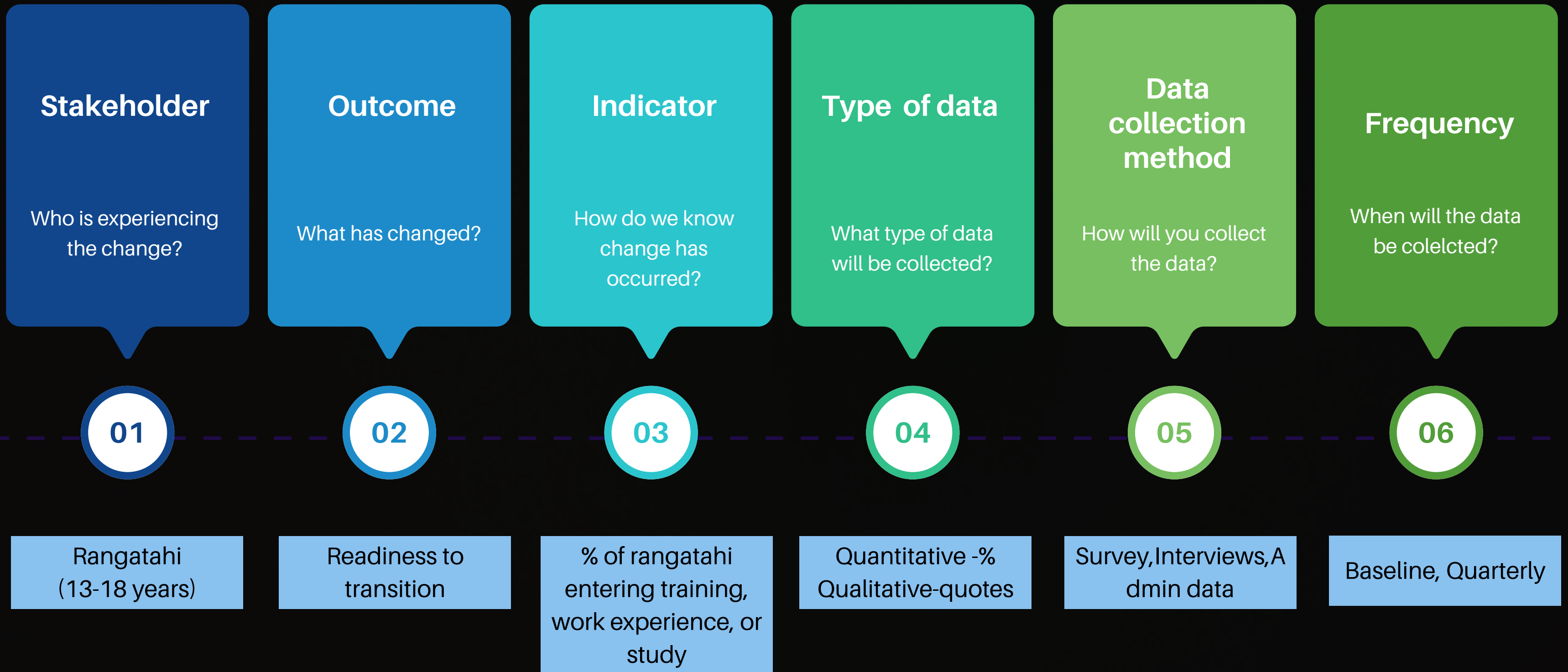
Theory Of Change



Measurement Plan



Measurement Plan



Problem

What are the needs and aspirations?
What are we trying to solve?

Opportunity

What is the opportunity?

Stakeholders

Who will benefit from your solution?
What are some of their key characteristics?

Solution

How will you solve these problems or pursue the aspirations?
What is your activity?

Change

What changes are expected or likely to happen?

How much change?

How much change has happened or will happen?
How can we measure this change?

Duration

How long will the changes last?

Contribution

How much change is because of us?
Who or what else contributed to the change? Any other causality?

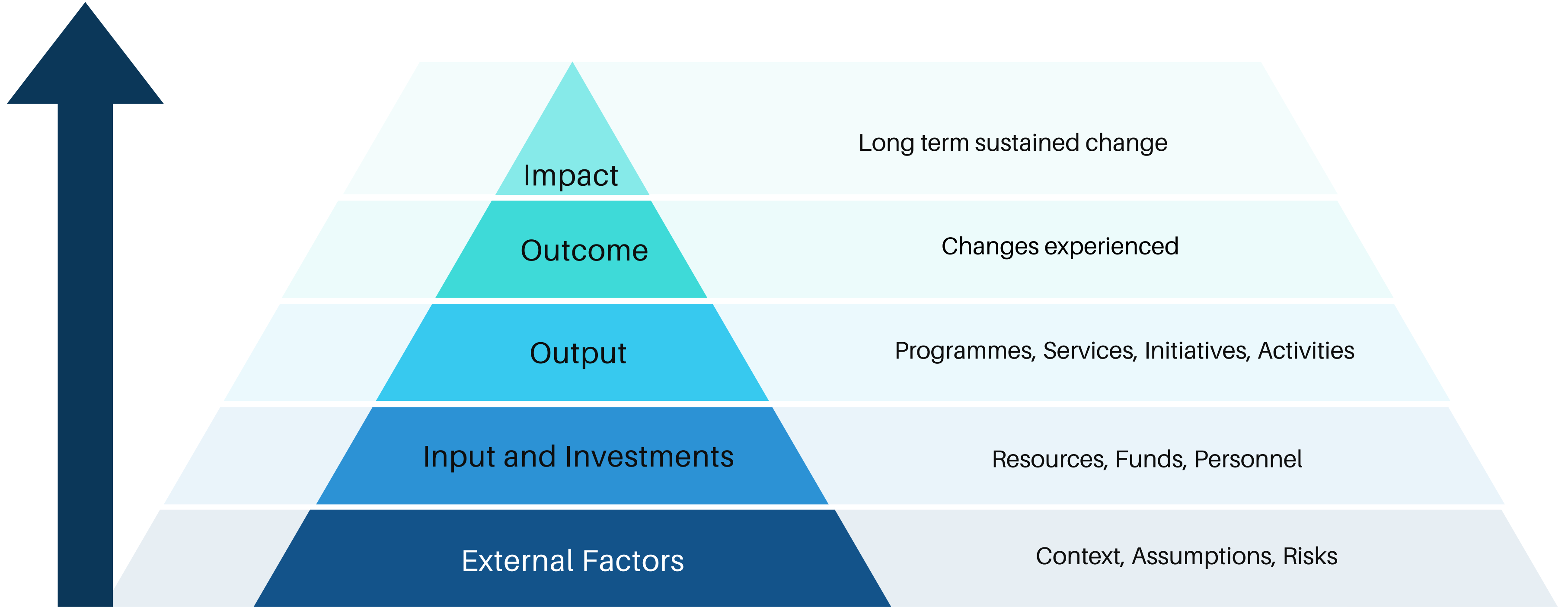
Value

What is the importance of these changes?
Which changes matter the most?

Managing

How can we use these insights to improve?
What decisions will this information influence?
How do we share the learning with stakeholders?

Reporting and Managing Impact





NGĀ TAU MĪHARO O AOTEAROA

Incredible Years Parenting Programme

Stakeholders



- Children
- Parents and care givers
- Whānau
- Kaimahi
- Government Agencies

FOR EACH PROGRAMME

14 WEEKLY SESSIONS

2.5 HOUR SESSIONS

1 GRADUATION CEREMONY

15-20 PARTICIPANTS PER PROGRAMME

5 PROGRAMMES PER YEAR

IYP PROGRAMME PARTICIPANTS IN 2017-18

76 ENROLLED **▶** **60** COMPLETED

DELIVERY OF IYP THE PROGRAMME AT WAIPAREIRA INVOLVES SEVERAL ACTIVITIES WHICH ARE GROUPED INTO **THREE PHASES**

PREPARATION PHASE

This involves planning and preparation for the programme and starts 4-6 weeks before the start date of the programme.

PROGRAMME PROMOTION

Active promotions at community events, holding information sessions, flyers and advertisements.

MANAGEMENT OF REFERRALS

Consenting parents to referrals through different providers, agencies, programmes or self-referrals.

INVITING PARENTS TO PARTICIPATE & INITIAL MEETING

To provide information about the programme. This is also the first step towards 'whanaungatanga' - to forge a positive relationship with the whānau.

ASSESSMENTS

Using standard measures like DCB, P-COMP, Parent Satisfaction Questionnaire, and the Waipareira Mātaora Snapshot to assess the conditions of the whānau.

DELIVERY PHASE

This involves the activities in the process and delivery of the sessions as per the fidelity of the programme.

SESSIONS

The programme is delivered in 14 sessions covering a range of parenting strategies including play, effective praise, motivating children through rewards, effective limit setting, and effective ways of handling misbehaviour. Parental competencies are developed in areas such as communication, limit setting, problem-solving and anger management.

MAKEUP SESSIONS

Make-up sessions are provided once a week for a whānau or group of whānau who have missed a session, used a resource or require sign-out coaching.

HOME ACTIVITIES

The participants of the programme are given handouts and home activities to complete to contribute to positive outcomes. The facilitators support the whānau with this through regular phone calls, catch ups and homework feedback discussions.

GOAL SETTING & FOLLOW UP

Each participant is asked to set a goal each week for themselves as a parent and is supported by the facilitators in achieving it. Also, each whānau is assessed and screened by the parent or caregiver and priorities for themselves and their whānau. This is part of the whānau way - Whānau Ora approach.

REFERRAL TO OTHER SERVICES

The participants are referred to other appropriate services ranging from family support, MCH rehabilitation, childcare, early childhood centres, food banks, etc. to meet their needs and goals. This is done through the Waipareira way, where services are wrapped around the whānau to meet their needs and empower them. They are also referred to the Incredible Years Specialist Services (IYS) which is unique to the local district health board (Waitemata DHB).

HOME VISITS

The facilitators also visit the parents at home to solve barriers to their participation and as a part of whānau engagement, to strengthen their relationship.

GRADUATION

Waipareira holds a graduation ceremony for the participants who have successfully completed the programme. This graduation ceremony is unique to Whānau Ora and is important for encouraging and celebrating the participants and their whānau for their achievement.

POST PROGRAMME PHASE

A follow up is carried out after the completion of the programme.

“ When we graduate IY, we are prepared and can connect to other services we need. We don't have to run around and panic for anything. They take care of us. They stay connected like forever! So, we are not really saying goodbye to Waipareira, we are finishing IY but we're still involved with Waipareira and getting support in other areas of our lives.

Once you sign up with Waipareira - you're still and will always be a Waipareira whānau.”

“Now I get a second chance at being a better parent, not only a better parent but a better husband to my wife. The children look back on that and they see that, like my baby in there – she’s not been around the violence, so she doesn’t know what violence is, she doesn’t know what it’s like to be around drugs, alcohol, people fighting, people screaming.”

“My son has now got a routine. We set a little routine for him after learning about it on the IV and he has picked it up so well now. I feel so proud. He will do his everyday basic stuff without me nagging.”

“This parenting course has not just helped me with my anger, it also helped me to grow a better bond with my kids to the point now that I’ve got access to my son. I’ve been drug free for 11 months. At the beginning of this year I stopped and started to come clean. And then also other things like the job. My whole attitude because I was a bit of a stand off person when I first started. I was very, very angry. I didn’t want to do the course, but I did it anyway. I was really in denial about things that we discussed in the group at the beginning. But then when I kept coming back, I opened up more. They (facilitators) gave us these tools and the support. That’s a lift up.”



- Being a better parent
- Improved parent-child relationships
- Family as a unit
- Reduced stress and improved mental well being
- Feeling worthy and confident
- Having a safe environment
- Feeling supported
- Access child custody or reduced risk of losing child guardianship
- Feeling supported with access to other services
- Increased social engagement

CHILDREN



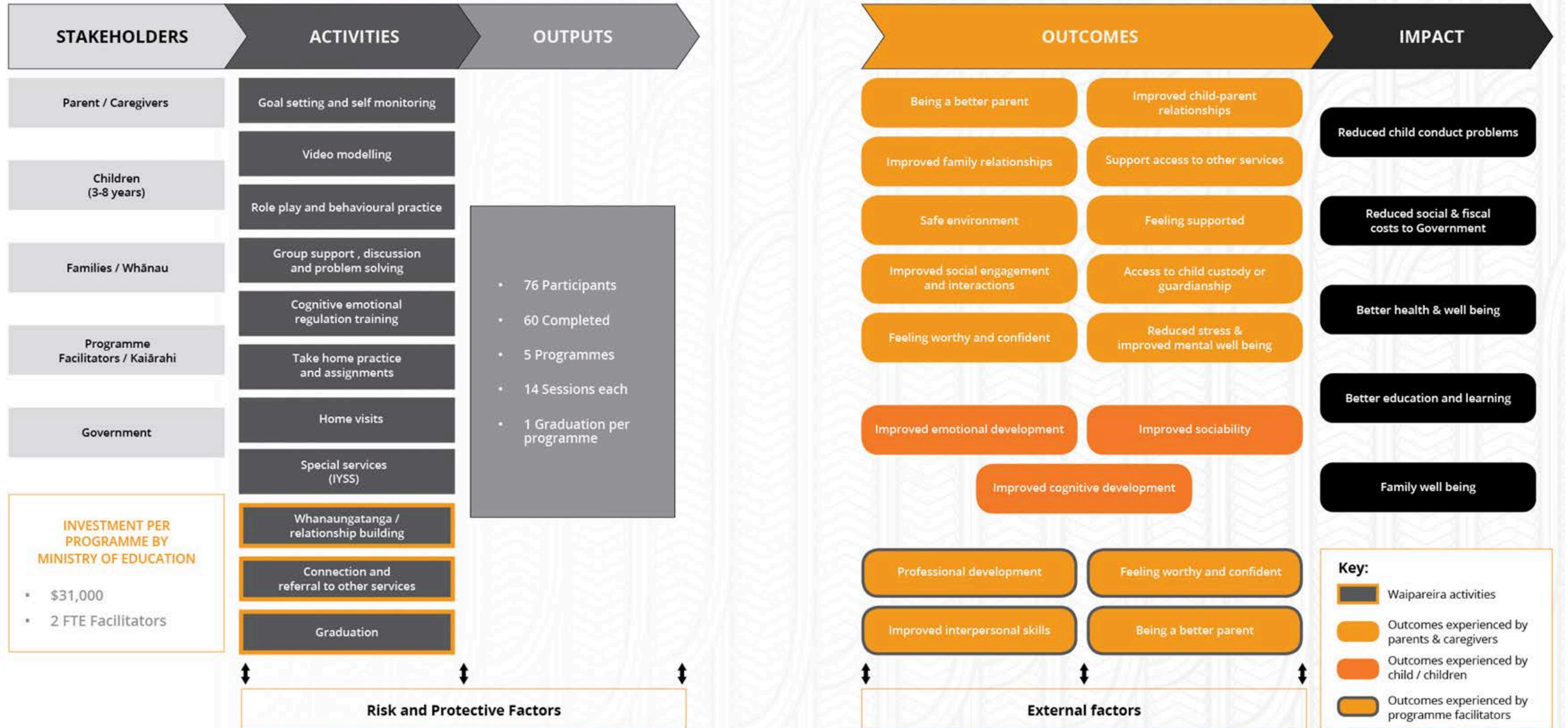
GOVERNMENT







THEORY OF CHANGE





**SOCIAL
RETURN
ON INVESTMENT
RATIO**

3.75:1

The result of 3.75: 1 indicates that for each \$1 of value invested, a total of \$3.75 of value is created.

NGĀ TAU MĪHARO O AOTEAROA

INCREDIBLE YEARS PARENTING PROGRAMME FOR MĀORI

The Incredible Years Parenting (IYP) programme, is parent management training programme designed to improve parental capabilities to support child development and to prevent, reduce and treat conduct problems. The IYP programme for Māori whānau is called Ngā Tau Miharo o Aotearoa; it reflects the Māori tikanga and supports responsiveness to Māori culture.

Te Whānau o Waipareira (Waipareira) is an Urban Māori Authority delivering a wide range of services to whānau in West Auckland. It is a whānau centric organisation which operationalises the core values and principles of Whānau Ora in all its services. Waipareira has been delivering Ngā Tau Miharo o Aotearoa programme to its whānau for over six years. The IYP programme is delivered with the Waipareira flair and Māori cultural elements beyond the prescribed guidelines to build resilience and improve outcomes for whānau.

ACTIVITIES



OUTCOMES

The SROI analysis revealed the story of change and value created as a result of the IYP programme and its unique service delivery at Waipareira.



PARENTS & CAREGIVERS

- Being a better parent
- Improved parent-child relationships
- Family as a unit
- Reduced stress and improved mental well being
- Feeling worthy and confident
- Having a safe environment
- Feeling supported
- Access child custody or reduced risk of losing child guardianship
- Feeling supported with access to other services
- Increased social engagement

KEY STAKEHOLDERS

- Parents and Caregivers
- Children (aged 3 - 8 years)
- Facilitators/Kaiārahi of IYP programme
- Te Whānau o Waipareira
- Government and its agencies



CHILDREN

- Emotional development
- Cognitive development and behaviour
- Sociability



KAIĀRAHI

- Improved professional development
- Improved interpersonal relationships
- Being a better parent
- Improved self-esteem



GOVERNMENT

- Reduced social and fiscal costs
- Decrease in crime, substance abuse, mental health difficulties, poor health, etc.

METHODOLOGY

SOCIAL RETURN ON INVESTMENT

An internationally recognised, principles-based approach for understanding and measuring the broader concept of 'value'. This Study uses the SROI methodology to understand, measure and report the value created by the IYP programme.

This report is a forecast SROI analysis, measuring the social value of the Incredible Years Parenting programme. It forecasts the value over three years - 2017, 2018 and 2019.



IMPACT

THE RESULT OF 3.75:1 INDICATES THAT FOR EACH \$1 INVESTED, A TOTAL OF \$3.75 OF VALUE IS CREATED

TOTAL VALUE CREATED	\$1,842,196.36
TOTAL PRESENT VALUE <small>(after discount rate - 1.29%)</small>	\$1,815,855.75
INVESTMENT VALUE	\$484,196.25
NET PRESENT VALUE <small>(present value minus investment)</small>	\$1,331,659.50

VALUE CREATED

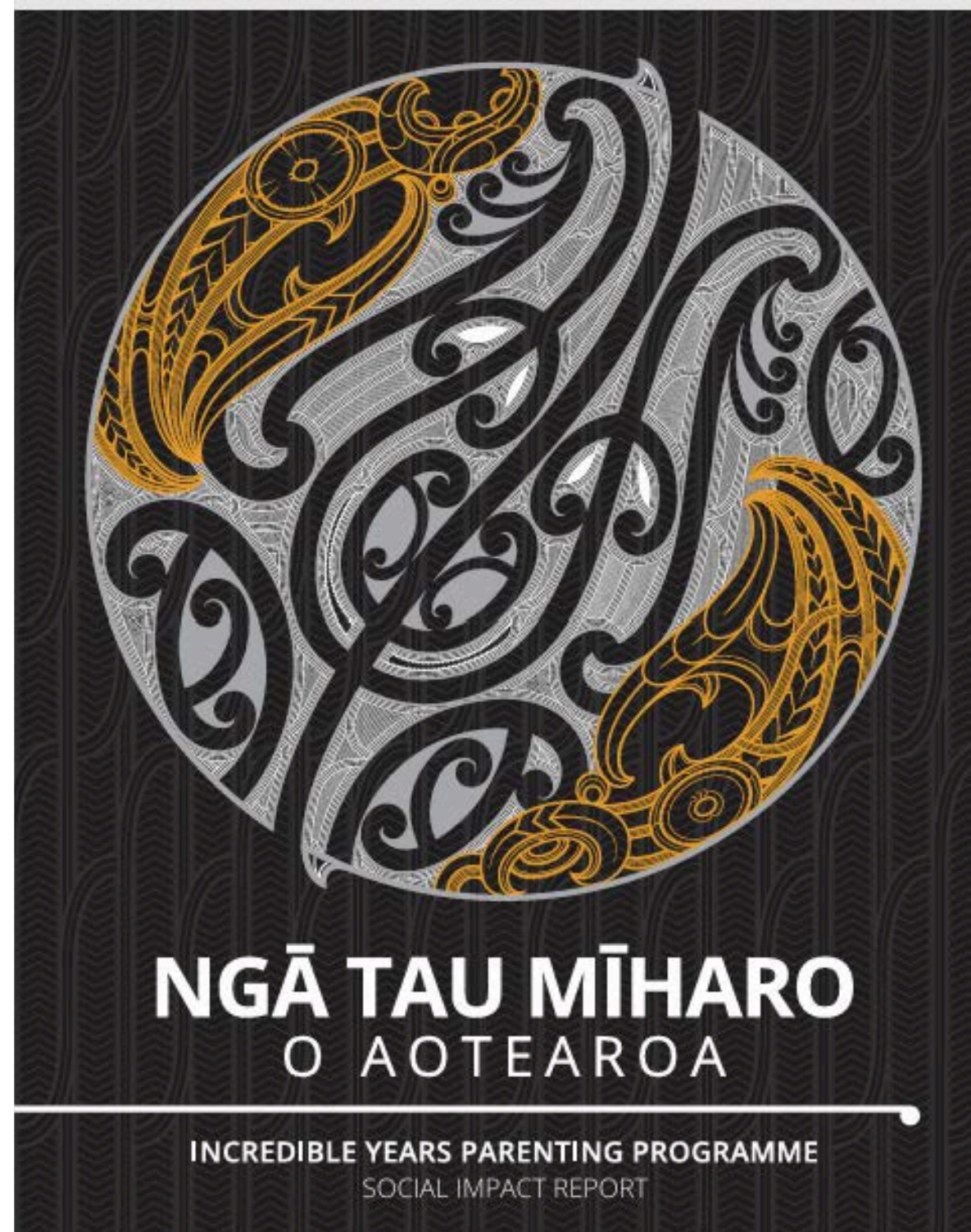
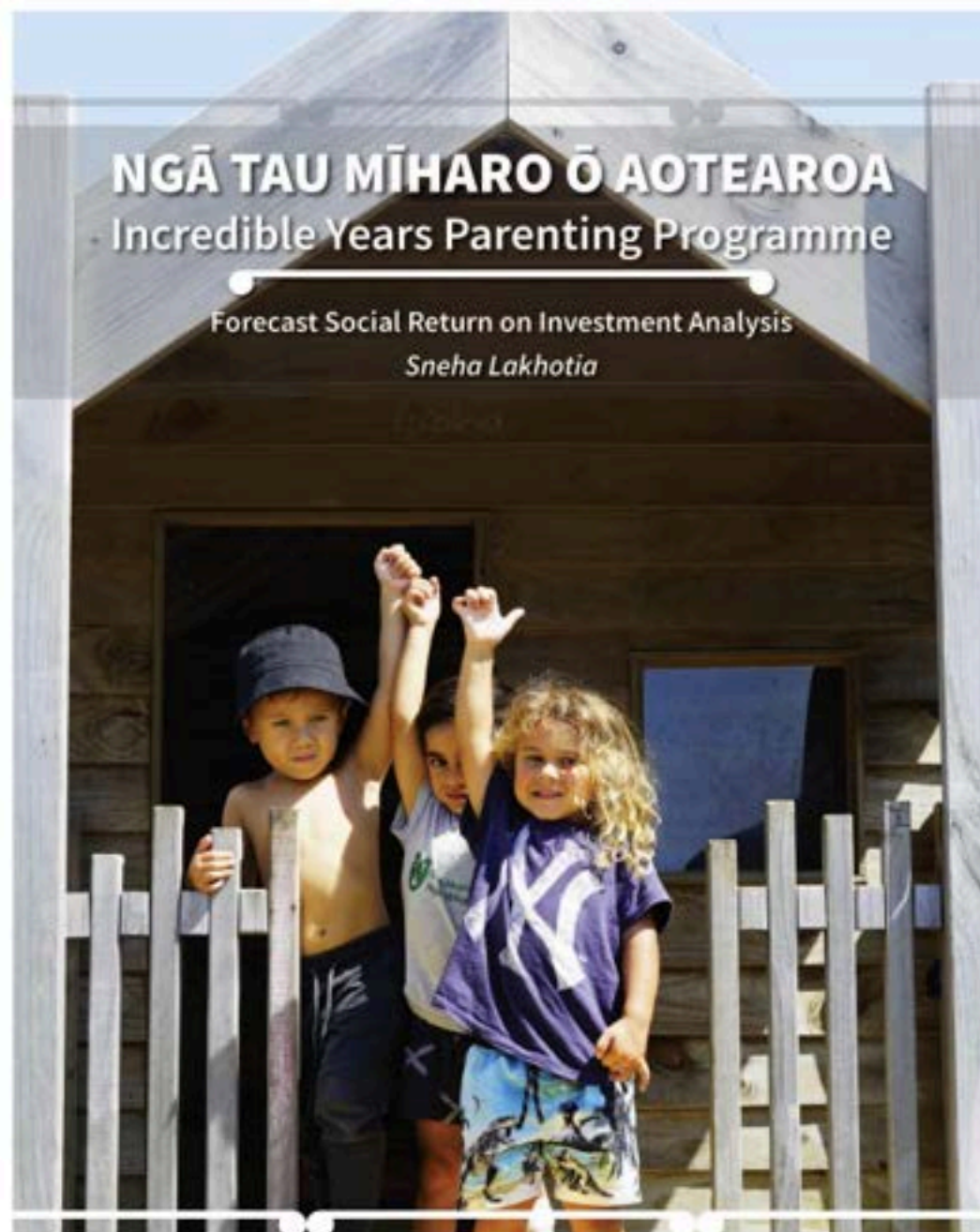
Over three years, the IYP programme at Waipareira generates \$ 1,815,855.75 of social value.

Forecast value created over three years exceeds the investment.

Payback period for investment over three years is 3.15 months

SOCIAL RETURN ON INVESTMENT RATIO

3.75:1



SOCIAL VALUE

INTERNATIONAL

Statement of Report Assurance

Social Value International certifies that the report “Ngā Tau Mīharo ō Aotearoa, Incredible Years Parenting Programme”, by Sneha Lakhotia published in February 2019, satisfies the requirements of our report assurance process.

The assurance process seeks to assess whether or not a report demonstrates a satisfactory understanding of, and is consistent with, the Seven Principles of Social Value. Reports are independently reviewed by qualified assessors and must demonstrate compliance with the Social Value assessment criteria in order to be certified. The Social Value assessment criteria document can be downloaded from the website socialvalueuk.org.

Assurance here is against the Social Value principles only and does not include verification of stakeholder engagement, report data and calculations.

Awarded 18 March 2019



Ben Carpenter
Chief Executive Officer Social Value International



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Disclaimer: Social Value International will not be responsible for any actions that an organisation takes based upon a report that has been submitted for assurance. An assured report does not grant Accredited Practitioner status to the author/authors of the report unless it is part of a full application for Accredited Practitioner status.

ARE YOU READY ?

Take our quick Impact Readiness self-check to see where your organisation is at measuring what counts.

Scan QR Code



This is a Journey



Your Impact Journey, Your Way

ADVISORY AND STRATEGY

Design impact-led strategies, frameworks, and governance approaches for organisations

MEASUREMENT & EVALUATION

Measure outcomes, value, and effectiveness through SROI, IMM frameworks, and reporting,

LEARNING & CULTURE

Embed impact thinking into everyday practice for continuous improvement



TRAINING & CAPABILITY

Strengthen skills through accredited training, workshops, and team development

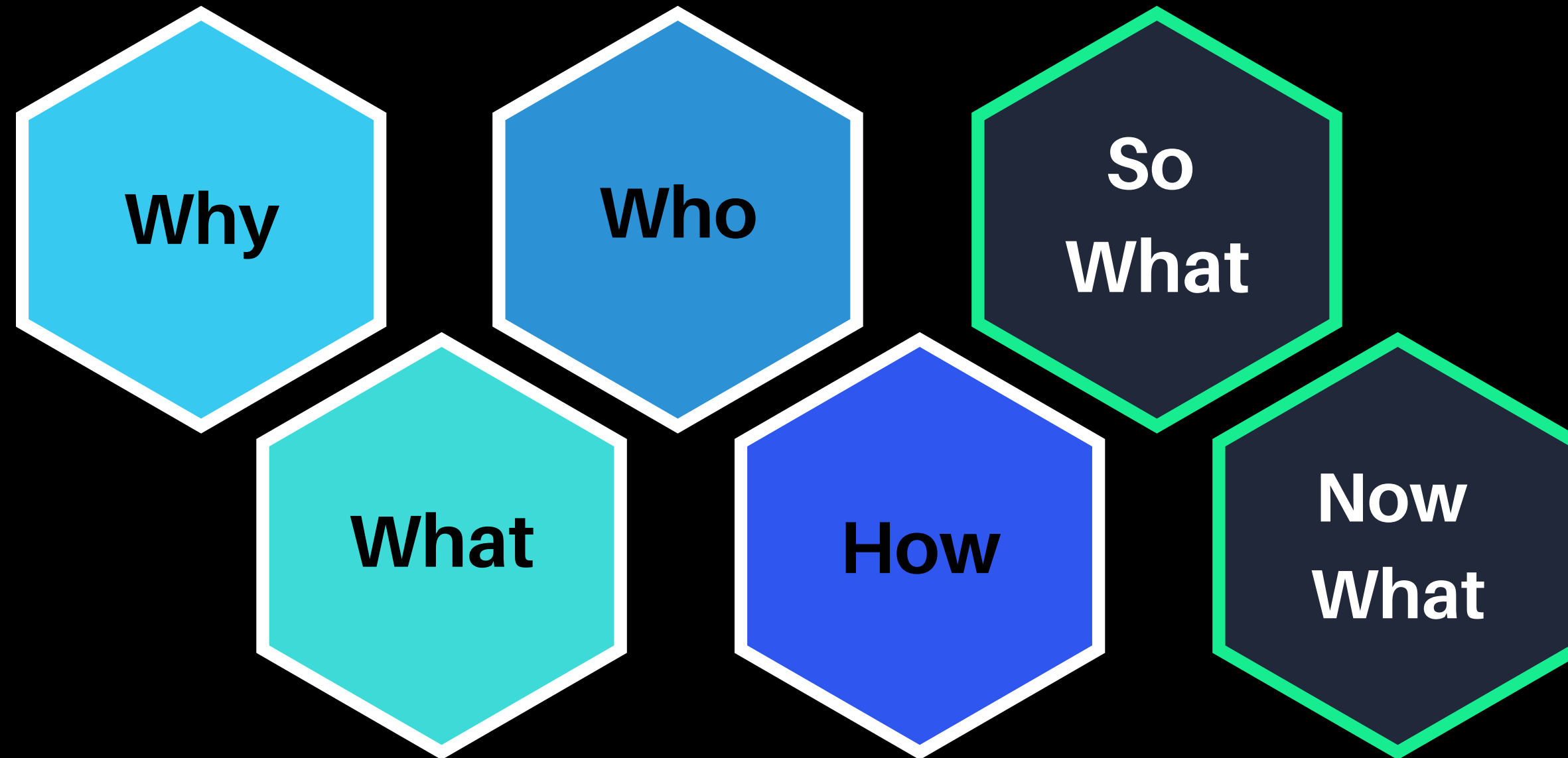
RESEARCH & INSIGHTS

Generate evidence and analysis to understand issues, trends, and opportunities to influence policy and design.

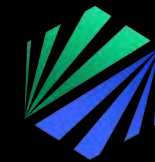
TECHNOLOGY SOLUTIONS

Build systems, dashboards, and digital tools to make impact data usable.

From What to Now What Making Impact Actionable



*Thank
You*



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