

The Impact Report Scorecard

This scorecard is the standard we hold our own reports to: six criteria that decide whether an impact report gets read and believed. Score yours before it gets published.

Want your impact report scored?
Get in touch.



THE PLOT

01	Narrative	Three acts, one plot: who you are, your impact and where you're headed.	Could you tell the report's plot in one sentence?	☐ YES ☐ PARTLY ☐ NO
02	Numbers	Numbers as the through-line: one north-star metric, broken down into measurable goals.	Is your impact backed by numbers and are you on target?	☐ YES ☐ PARTLY ☐ NO
03	Nuance	The misses next to the wins: admitting what didn't work to make the rest believable.	Do you admit what didn't work—and say what changed because of it?	☐ YES ☐ PARTLY ☐ NO

THE PRODUCTION

04	Direction	One language throughout: a visual direction that is creative and consistent for all graphics, including charts.	Is the visual language unique yet on brand and consistent?	☐ YES ☐ PARTLY ☐ NO
05	Depth	Two levels of reading: a quick scan for the highlights, a deep dive for the detail.	Can a reader get key insights from headlines, callouts and graphics alone?	☐ YES ☐ PARTLY ☐ NO
06	Dissemination	The report's life after launch: the social assets, presentation decks and meeting material.	Will you still be using this report three months after launch?	☐ YES ☐ PARTLY ☐ NO