February 9, 4:00 – 5:00 p.m.

Whose Story Are We Telling?

Andrew Means
Cofounder, The Impact Lab
our stories are often UNTRUE
NETFLIX SPONSOR CONTENT

A NETFLIX DOCUMENTARY SERIES

MAKING A MURDERER
THE STORY:

EVERY MCDONALD’S BURGER I’VE EVER HAD:
DONOR STORY:

BENEFICIARY EXPERIENCE:
MY BURGER IS BETTER THAN YOURS
often the most effective organizations LOSE OUT TO BETTER MARKETED ONES
THE POWER OF DATA
we have limited resources and BIG PROBLEMS TO SOLVE
WHAT IS IMPACT?
Two Worlds
quantifying impact is MESSY
WHAT WE OBSERVE

Program A

Program B
which program was more IMPACTFUL?
COUNTERFACTUALS

Program A

Program B
Beyond Impact Measurement
providing the information needed for Efficient Social Markets
...donors will have a better understanding of what they are buying
as our ability to measure impact becomes more sophisticated...
You Are Buying

Change
You Are Selling
Change