GSVC Social Impact Guidelines
Supplemental: Lean Data Collection

Recognizing that you are not in the business of measuring impact but rather in creating impact, we recommend using a lean data measurement approach that enables you to collect targeted data with minimal effort in a way that adds value for customers. This approach will enable you to spend less time measuring and more time delivering your core products or services, while at the same time respecting customers' times so that they are more likely to assist with data collection in the future. While Randomized Control Trials (RCT) are the gold standard for measuring impact, they are not always necessary or appropriate at such an early stage in an organization's existence. As such, we recommend designing a collection process that addresses the following questions:

- **Method:**
  - What method will allow you to collect data in a quick way and in a manner that is not intrusive to customers?
  - What method will give you the greatest data reliability?
  - How can you leverage existing touchpoints with customers?
  - How can you leverage data collection systems already in place by other organizations operating in similar regions?
- **Questions posed to customers:**
  - What is the bare minimum number of questions you could ask to track your metrics?
  - What questions will maximize the reliability of answers?
  - Are your questions free of assumptions and unlikely to cause biased answers?

Precautions:
- In designing a collection strategy, consider who your current or targeted sources of funding are. For example, government funders will likely need a more intensive and thorough impact assessment, whereas commercial players have less stringent impact requirements
- While we consider lean data collection to be best practice, it is important not to design an approach so lean that you are efficiently collecting data that doesn't capture what you are trying to measure. Ensure that you are still identifying thoughtful leading indicators, and are still regularly capturing and understanding the customer's perspective.