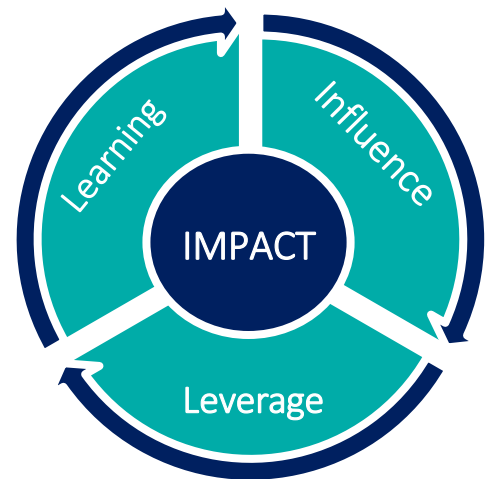


# The I2L2 Outcomes Framework

Adopted from ORS Impact<sup>1</sup>, the Impact, Influence, Leverage, and Learning Outcomes Framework (I2L2) identifies the range of outcomes associated with social impact and helps to lay the groundwork for effective impact measurement. This framework guides organizations in being intentional and accountable for advancing dynamic, durable impact.

- **Impact** refers to the change in lives of individuals among populations in a specific community or geographic area. Impact outcomes can be changes in attitudes, knowledge, behavior, skills, perceptions, beliefs, or relationships.
- **Influence** entails a range of systems-level changes that may happen among or within organizations, institutions, networks, partnerships, policies, practices or community norms.
- **Leverage** reflects changes in the commitment of resources. Leverage outcomes may relate to changes in the levels of funding or the allocation of nonmonetary resources.
- **Learning** involves advancing knowledge, which, according to this framework, is a critical part to any endeavor seeking to advance social impact. Learning helps lift up insights and knowledge, which can then be applied broadly to guide and shape an organization's decisions and strategies.



Influence, Leverage, and learning occur in service of impact. When considering these concepts and their relationship with one another, an organization's theory of change or anticipated outcomes can be better articulated and understood. Mission Lift utilizes this framework to lead its clients in an outcome-focused approach for strategic planning and evaluation endeavors.

This framework helps envision the bigger picture and not only focus on process measures or individual change. Rather, the I2L2 framework allows organizations to formulate an appreciation around the interconnectivity and inseparability of individual change with the changes in organizations, communities, policies, and investments that affect the lives of individuals.

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<sup>1</sup> All information originates from and is credited to ORS Impact's Working Paper titled *Impact, Influence, Leverage, and Learning (I2L2) Outcomes Framework*, October 2014.