What is the main thing or things that your project hopes to achieve? Think about the problem or issue that you are trying to solve.

Outputs are the direct products of your activities. Counting them helps quantify your outcomes and impact. Examples include the running of events or the number of people undertaking a training course.

Outcomes are the changes, benefits, learning or other effects that occur as a result of your activities and outputs. Short-term outcomes should occur within 1-3 years and longer-term outcomes in 4-6 years. Examples include people improving their communication skills or organisations improving their training provision.

Impact is the fundamental change that happens as a result of an activity. It will generally occur in the long term, often after the activity has finished.

Indicators are measures that allow progress towards a goal to be tracked. For example, a project seeking to improve the quality of their training may measure student satisfaction or student employment as potential indicators.