

# Customising definitions of outputs, outcomes and impact

## Description

[Tweet](#)

(from the OM email list)

I am continually challenged with the organisations with whom I work to define the terms we will use. They are by and large Northern donors and their grantees – development NGOs and social change networks. I find that the meaning of outcome and impact (and output) varies considerably and sometimes the terms are used interchangeably. Thus, one of the biggest mistakes I can make is not to define the terms right from the start.

In a recent discussion titled Outcomes vs. Impact on the American Evaluation Association listserv EVALTALK, I shared a simple instrument that I use for developing common agreement about the definitions of outputs, outcomes and impact. It can be found at: <http://www.outcomemapping.ca/resource/resource.php?id=189>

Hope it is helpful to some of you planners, monitors, evaluators and those who employ them.

If you are interested in the AEA EVALTALK listserv, subscribe at [www.eval.org](http://www.eval.org). To use the archives, go to this web site: <http://bama.ua.edu/archives/evaltalk.html>. Please note that the discussion I refer to will only be archived in September.

Best wishes,  
Ricardo

ricardo wilson-grau consulting  
NEW: Oude Singel 184, 2312 RH Leiden, Netherlands  
Rua Marechal Marques Porto 2/402, Tijuca, Rio de Janeiro, CEP 20270-260, Brasil  
Tel: 55 21 2284 6889, Skype: ricardowilsongrau

## Tags

1. Logical Framework

### Date

20/06/2026

### Date Created

13/08/2008

### Author

admin