



## About the Multiplying Impact Team

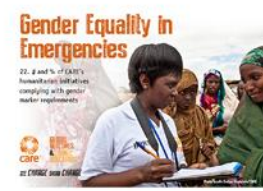
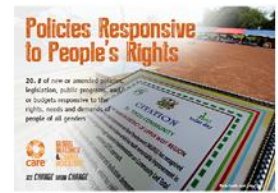
### Introduction

A laser focus on achieving impact affects virtually all aspects of CARE's work. Though our mission continues to evolve, the Multiplying Impact (MI) Team is currently focused specifically on two of these aspects: 1) Measuring the impact we are achieving; 2) Achieving more impact through better data usage, organizational learning and a better understanding of how to catalyze change. To that end, the MI team works across sectors, outcome areas and teams to support and design comprehensive solutions and organization-wide systems that visualize, measure and communicate CARE's global impact. We also provide tools, support and guidance for organizational learning, knowledge management and innovative programming so that CARE consistently produces high-quality programming that is in step with the changing world. In a large and busy organization like CARE, we serve as a connector to better link important initiatives and like-minded interest groups while synthesizing diverse viewpoints and promoting collective problem-solving.

### Key Functions

Our key functions are:

- **Impact Measurement:** Estimating and tracking impact to:
  - Improve our accountability
  - Motivate impact attainment and unify projects, programs and initiatives within a common global vision of impact
  - Better enable us to understand the WHO, WHAT, HOW and WHY of social change
- **Monitoring, Evaluation and Learning:** Applying monitoring, evaluation and learning (MEL) within program design and execution to:
  - Achieve greater impact
  - Better inform strategy
  - Increase innovation
- **Knowledge Management:** Creating effective systems, processes and incentives for better knowledge sharing to:
  - Improve program quality
  - Better position CARE as a thought leader
  - Increase operational efficiency in program design and implementation, proposal development and communications and marketing.
  - Facilitate knowledge sharing within and between countries and regions



- Inform and improve current and future efforts by sharing lessons learned and best practices

- **Designing for scale and complexity.** Applying adaptive management with a systems lens to:
  - Go beyond old-school project design, monitoring, evaluation and implementation
  - Build competencies needed for programming within complex environments
  - Embrace transformative ways of thinking

## Our Key Principles

We believe that:

- Impact attainment can be CARE's clarifying and singular purpose.
- Because the problems CARE tackles are among the world's most difficult, our work is inescapably complex.
- It is possible to become better and better at dealing with complexity.
- Simple steps can make us an organization that is more agile, relevant and innovative.
- Some of these simple steps include cherishing our knowledge assets and being deeply reflective about our impact.
- Above all, change requires bravery and imagination.

## How to Work with Us

Though we focus on designing cross-cutting solutions and organization-wide systems, we do also provide some one-on-one support and guidance, particularly with cutting edge programs and initiatives and complex MEL or impact measurement problems. We work with and through related groups and technical focal points in the organization that are often on the frontlines of providing technical assistance and global guidance. These include:

- The CARE International Monitoring Evaluation and Learning Working Group
- The Impact Measurement Task Force (within Program, Partnerships and Learning, CARE USA)
- The Knowledge Management Working Group (CARE USA)
- Program Quality Regional Focal Points
- Global Advocacy (CARE USA)

To learn who's on the team and see some of our current activities, visit us on

- [Workplace](#)
- [Yammer](#)
- [The Village](#)
- [Multiplying Impact wiki](#)

To contact us, visit us at the sites above or write to [mcheneycoker@care.org](mailto:mcheneycoker@care.org).