

Aligning for Impact: **5 Traps to Avoid**

To create impact you must align your efforts, and that means we have to be willing to make ruthlessly strategic choices about where to focus, where to invest and what to prioritize.

Trap 1. We substitute activity for action. We become activity happy, yet action deprived.

Trap 2. Our efforts are not aligned with our assets and capacities.

Trap 3. We fail to execute, we are not purposeful in our efforts.

Trap 4. We don't use impact indicators to learn if our work is making a difference. We just plug along.

Trap 5. We don't hold ourselves accountable acting upon what we're learning.