



Case Study: RIO

Who



RIO - the Real Ideas Organisation - is a pioneering social enterprise that brings imaginative and ethical business thinking to schools and education, places and regeneration and creative commercial ventures. RIO is a multi-award winning, accredited and successful consultancy. The RIO team are also designers, developers and operators of their own home-grown projects and spin offs.

When



RIO Met TI: RIO came across the Transformational Index through working with Resonance. Resonance are one of the leading social finance intermediaries in the UK, matching socially-minded investors with social entrepreneurs. The TI is Resonance's preferred tool for understanding impact and creating practical measurement frameworks and require its use by the investors and social enterprises they work with.

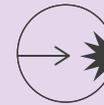


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The Issue

RIO needed a way of measuring impact that could express the unity of the RIO approach but could cope with the diversity and flexibility of their activities. They needed a framework that was both comprehensive and credible in order to inform strategic decision-making and yet with enough clarity and simplicity to communicate their value to external stakeholders. RIO had already explored a number of other approaches, including the B Corp process, which had proved useful but had not described their distinctiveness.



The Resolution

Impressed by their experience of the TI during their work with Resonance, RIO embedded the TI throughout its organization.



The Outcome

Using an online project management platform, RIO now regularly input data on impact across all of their business streams every two months. They are embedding its use in their practice and culture, for example by using it at company away days and identifying key people to lead in different business units. There is an important role for marketing in assimilating the data in line with the themes identified through the TI process, as well as a champion at director level who leads on an annual review. RIO have committed to using the framework for two years, developing their own '2 years to perfection' plan.



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Reflections

“The TI process and framework is slowly becoming vital for us. It isn’t a quick fix to all things ‘impact-related’, but it has real integrity and has allowed us to establish very clear organisational goals in this area, and then provided us with the means and tools to move toward them in concrete and achievable steps.

We have worked closely with the TI team via Resonance to do this and at all stages their consultancy has been positive and grounded – they have rolled their sleeves up and worked alongside us; they have felt like part of our team and on our side through the whole process; ‘doing’ (rather than just facilitating); showing genuine interest in our work and efforts in this area; and generating ideas and practical frameworks for us wherever necessary – giving generously of their undoubted expertise.

We therefore now have a clear and compelling narrative around impact that we can use internally and externally, practical ways to track our progress and evidence our approach to all of this, and an overall sense of getting better and better at understanding and articulating the difference we want to make in the world – which is very empowering. Down the line we are confident too that the TI frameworks will also give us additional layers of useful data and information that we can use to make sharper strategic decisions about what we do and don’t do as an organisation.”
Matt, Co-Founder, RIO

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