

# The IMPACT Schema

## The change

Describe the change in enough detail that the audience can complete the schema by using the description as a guide.

## Timeframe

Provide a rough timeframe of the impact.

## Customer



Who are the key customers impacted by the change?

Who are the key non-customers impacted by the change?

Which customer segments are impacted by the change?

What is the size of the customer base (existing) in the market impacted?

Would the impact of change introduce new customers?

What is the impact of the change on non-customers (e.g. society / community)?

How would the change impact interactions with people in the organisation?

Would the change change the way customers interact with the customer facing people in the organisation?

What processes will the customer have to perform due to the change?

How does the change change the activities performed by the Customer?

What tools (e.g. technology, equipment, etc.) will the customer use for this change?

## Market



Is there a similar change in the marketplace? If so, what are they? (List out the features)

What would customers already expect in the change?

How will this change be positioned in the marketplace (from a value proposition)?

What is the price structure for this change (if there is a price)?

## People



Who in the organisation would be impacted by the change? (e.g. impacted by a change in their role, change in their job description, etc.)

Is there a requirement to bring new people (with new skills and capability) into the organisation based on this change?

What are the cultural implications of this change to the organisation (e.g. change in working style, change in organisational structure, etc.)

## Activity (Process)



Are there any existing processes impacted by the change (e.g. change required in process steps)?

Are there new processes to be developed due to the introduction of this change?

## Tools



Are there any existing tools (e.g. systems, equipment, etc.) that will be impacted by this change?

Will there be a need to introduce new tools to support this change?

## Investment



What is the potential / forecasted revenue (based on the market analysis)?

What are the costs of entering the market (e.g. barriers of entry)?

What are the costs of changes to existing work-force (e.g. re-training, re-classification of roles / responsibility, etc.)

What are the costs of new labour hire (due to need of new skills / capability)?

Are there any resource benefits introduced by the change (e.g. decommissioning redundant roles)

What is the cost of re-engineering existing processes?

What is the cost of developing new processes?

What are the process efficiency gains (if any) introduced by the change?

What is the cost of new tools required to support the change?

What benefits can be realised due to change (e.g. decommissioning an older system, reducing licensing costs)