



LAGOS
BUSINESS
SCHOOL
PAN-ATLANTIC UNIVERSITY



LBS
Sustainability
Centre

Impact Planning and Measurement in Social Investment Projects



Association of African
Business Schools



Are You Maximising the Impact of Your Social Investments?

Over 70% of organisations struggle with measuring impact effectively. In today's world of data-driven decision-making, funders, stakeholders, and beneficiaries demand **credible, evidence-based reporting** on the real impact of social projects. Without a structured approach, organisations risk **inefficient resource allocation, weak accountability, and missed opportunities for growth.**

Empower Your Career in Social Impact Measurement

The Impact Measurement for Social Investments and Projects programme is designed to equip professionals with the skills to design, implement, and evaluate impact measurement frameworks that align with global best practices. This 4-day online programme offers a blend of theoretical foundations, practical applications, and industry insights to help professionals develop robust impact measurement strategies tailored to the African context.

Why This Programme?

- Gain in-demand skills in social impact measurement and evaluation
- Learn from leading industry experts and faculty members
- Develop practical frameworks for assessing and communicating impact
- Access a self-paced, interactive learning experience with live webinars, case studies, and real-world applications
- Enhance career prospects in sustainability, CSR, and nonprofit sectors



Who Should Attend?

This programme is ideal for:

- Programme Managers in Non-Governmental Organisations (NGOs) and Civil Society Organisations (CSOs)
- Business Executives responsible for Corporate Social Responsibility (CSR) projects and sustainability strategies
- Managers in Corporate Communications, Government, Public and Investor Relations
- Development sector professionals and foundations involved in social programmes and impact evaluation

The LBS Advantage



Customised
Curriculum



Context Case
Studies



Experiential and
Contextualized
Learning



Strong Connection
with Industry



Programme Format & Duration



Mode:
100% Online
(Live classes)



Duration:
4 days



Learning Tools:
Webinars, case studies,
video resources, media
articles, and interactive
discussion

Market Demand & Opportunities

With the rising need for accountability in social investments, professionals skilled in impact measurement are in high demand across NGOs, corporations, and government agencies. This programme provides a unique opportunity to bridge the skills gap and position yourself as a leader in the field.

Facilitating Unit

This programme is facilitated by the LBS Sustainability centre. The centre's main mission is to refocus the relationship between business and its stakeholders by ensuring a consistent development of responsible business leaders, working with organisations on becoming positive change agents that incorporate sustainable practices in their operations, develop innovative products and services that transform their communities, protecting the environment while at the same time generating economic value.

Join the Next Cohort

For more information and to register, visit

 sustainabilitycentre.lbs.edu.ng/training/
 sustainabilitycentre@lbs.edu.ng

Secure your spot today — limited slots are available!

Join a network of forward-thinking professionals shaping the future of social impact measurement or Take the next step in your impact measurement journey today!



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