**Impact case**

**PROJECT VISION**

*The overall project vision, linking the project to the customer’s economic value creation and strategic priorities*

**IMPACT CASE**

<table>
<thead>
<tr>
<th>Overall impact</th>
<th>Business impact B</th>
<th>Behavioural impact 1</th>
<th>Behavioural impact 2</th>
<th>Behavioural impact 3</th>
</tr>
</thead>
<tbody>
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</tr>
</tbody>
</table>

- <State the ultimate impact targeted>
- ...

**BUSINESS IMPACT**

*State desired impact on relevant dimensions, e.g.:
- Customer performance
- Financial performance
- Process performance
- Compliance with external requirements
- Intangibles and other benefits*

**BEHAVIOURAL IMPACT**

*State the desired impact along relevant dimensions, e.g.:
- Behaviour, such as specific practices applied
- Organisational capabilities demonstrated
- Technological capabilities demonstrated
- Competence, knowledge and abilities of employees*

**SUCCESS CRITERIA**

*State the project’s overall success criteria for creating impact*