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Capturing your impact is a key part of the Plan‑Act‑Adapt cycle. Use this template to help you write your Impact Story to share with others.

## What was the context?

* Outline what the situation, need or opportunity was that needed a response.

Tip: Keep your story clear by avoiding jargon or technical language.

## What did you do?

* How were the decisions made to use or apply AI to that situation?
* What was AI’s intended role?
* What happened when AI was applied or rolled out?
* Did things go as planned?

Tip: Be direct and specific. What bits of the situation did AI address, and how?

## How did you know it worked?

* What did you use to understand the benefit or impacts of what you did?
* How do you know or can you be sure that AI played a positive role?

Tip: Be sure to outline the sort of evidence or data that justifies your statement. Transparency builds trust and credibility.

## What will you do next?

* Given what happened, what will you and your company do the same or differently next time?

Tip: Be genuine. If you are not sure – say so. Describe if the impacts were experienced the same by everyone or if they varied.

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| What was the context? |
| Click or tap here to enter text. |

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| What did you do? |
| Click or tap here to enter text. |

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| How did you know it worked? |
| Click or tap here to enter text. |

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| What will you do next? |
| Click or tap here to enter text. |

Refer to the example on the previous page to help you fill this out.