Design For Impact Sample Lesson Plan

A 50-minute class for statistical consulting, collaboration, or applied data science courses.

Learning objectives

- Explain how alignment, intentionality, and translation extend the Q1Q2Q3 collaboration life cycle.
- Distinguish the five components: Vision, Impact, Partnership, Analysis Pathway, and Narrative.
- Apply the components to a statistical collaboration and adapt questions to the domain expert and project context.

Instructor reminder

Design For Impact is scaffolding, not scripting. The goal is for students to understand what each component captures and to adapt the conversation to the domain expert and project context, not to complete a worksheet for its own sake.

Before class

Assign the Design For Impact Student Pre-Read. Ask students to bring a past or upcoming collaborative project to mind, including who will use the findings and what decision the evidence might inform.

Class plan 50 minutes

Time	Activity and teaching notes
0 to 5	Opening and motivation. Ask why an accurate analysis may still fail to create meaningful impact. Invite one or two examples, then introduce the idea that collaboration also requires attention to the why, how, and so-what.
5 to 15	Introduce the model. Situate Design For Impact within Q1Q2Q3: Q1 alignment through Vision, Impact, and Partnership; Q2 intentionality through the Analysis Pathway; and Q3 translation through the Narrative. It complements existing collaboration frameworks.
15 to 25	Worked example. Walk through the marketing campaign example from the pre-read. Connect Vision (personalized marketing), Impact (budget allocation), Partnership (the two-week deadline), Analysis Pathway (a logistic model and interpretable visualizations), and Narrative (the budget shift, conversion increase, and revenue).
25 to 40	Student activity. Individually or in small groups, students use their own project or a hypothetical engagement to identify a long-term goal, stakeholders and decisions, working expectations, an evidence plan, and the future story they would need to tell. Encourage client-specific questions rather than the printed prompts.
40 to 50	Debrief and implementation. Discuss what was difficult. If a question falls flat, make it more specific or return to it later. Students may use Design For Impact as a shared worksheet, a personal guide, or a mental model; completing the physical tool is optional.

Optional extension for 75 minutes

Use the additional 25 minutes for a brief role-play. One student or group acts as the domain expert while another adapts Vision, Impact, and Partnership questions to the project. Debrief how the wording changed, what evidence would be useful, and how the future Narrative would change for the audience.

After class

Encourage students to try the model during an actual collaboration. They should revisit the Analysis Pathway as the project develops and return to the Narrative after the analysis to connect evidence to decisions, actions, and intended stakeholders.