

Enterprise Action 5. Adjust strategy and impact goals as needed to optimize impact

- ✓ **Review and adjust strategy & impact goals as internal & external contexts change & as information on actual impact becomes evident (1.1.11)**

Guidance Note 1.1.11

Strategy always on and embedding continuous improvement

The sustainable development context is dynamic and constantly changing. Further, as the enterprise collects data and monitors its impact performance, it will learn about what's working well, what needs refinement, and what's not working. Strategy and goal setting is not a set-and-forget exercise and should be periodically (for instance annually) reviewed and updated as appropriate, including by incorporating:

- lessons from the enterprise's engagement with partners and stakeholders
- lessons from the enterprise's impact performance (e.g., evaluating deviations from expected outcome/impact performance, recognizing unintended positive or negative outcomes/impacts, and eventual need of corrections to future plans)
- changes in the sustainable development context (e.g., regulatory changes, technological advances, other actors' activities, possibility of local political developments or public reactions, changes to in-country SDG priorities or needs)
- updated research, evidence, and/or approaches.

This process creates systematic feedback loops to support continuous improvement in impact practices and performance. For example, impacts that may have been expected to be "positive" in the planning phase that might no longer be sufficient and/or relevant for the stakeholders experiencing the impact.