

# Let Symbols Do the Heavy Lifting

## Metaphoric Language Can Convey your Impact More Powerfully

Tired of thinking of social impact/change processes as a line on a graph? Here are some symbols or metaphors for how we create impact that can diversify how we understand, measure, and report against change. For example, if using the "Gardener" analogy, conduct a stakeholder mapping.



Report on the relationships you have helped broker and the outcomes from those relationships. Tell a story of how you've helped make the ecosystem that bit more vibrant.

As another example, you can use the flashlight metaphor to illustrate how through trial and error/research/pioneering work, you shed some light within a space that was murky or little understood.

**SYMBOLS FOR CHANGE**

- Story Arc**  
Prevailing against opposition
- Midwife**  
Helping to birth a new achievement, phenomenon
- Flashlight**  
Bringing understanding, new discoveries

**IW**  
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The infographic features a vibrant orange background with abstract yellow and white shapes. A central illustration shows a woman in a green uniform and black hijab holding a pink baby. A flashlight is shown on the right side, emitting light. The text is arranged in a vertical flow, with each symbol name in red and its description in black.