

Abstract

This diploma thesis combines the method of monitoring the social impact with the phenomenon of the credibility of non-profit organizations. According to the results of public opinion polls in the Czech Republic, confidence in non-profit organizations has been low for a long time. Lack of transparency and low awareness of the activities and principles of non-profit organizations can be reasons for distrust in non-profit organizations. This thesis aims to present a method of monitoring the impact of those who do not yet know it using a manual based on the results of action research and thus contribute to greater transparency and better presentation of results and later greater credibility of organizations. The theoretical part of the thesis deals with trust and credibility, the method of monitoring the impact and the introduction of the non-profit sector of the Czech Republic. Emphasis is placed on a multi-sided view, practical examples, and data support. The empirical part of this work uses action research and human-centered design to connect trust and credibility with the method of monitoring the impact in the sphere of non-profit organizations. The result of action research is that the implementation of the impact monitoring method brings with it many changes, which can be distinguished into internal and external changes. Significant internal changes include a change in the thinking of individuals, an increased emphasis on participation, defining and unifying team perspectives, as well as an orientation towards an evidence-based approach, working with data and systems. The representative of external changes is more frequent cooperation with other institutions, emphasis on transparency, precise communication, and presentation of the results of the work of organizations. The results of the research show an awareness of the relationship between the method of monitoring the impact and the credibility of organizations. The main output of this diploma thesis is a manual called *Impact Dialogues*, which aims to present an impact monitoring method in a non-traditional form consisting of a dialogue aimed at transferring experience with the impact monitoring method, sharing, personal references, tips with the pinch of humour.