

The background of the slide is a vibrant, abstract collage of various colors and geometric shapes, including triangles and polygons in shades of red, blue, yellow, and green. Overlaid on this collage is a faint, stylized image of a person wearing a wide-brimmed hat, possibly a sombrero, in a light blue or grey tone. The main title is written in large, bold, white sans-serif font, centered on the right side of the image.

# Evaluating Community Impact

**CAPTURING AND MAKING SENSE  
OF COMMUNITY OUTCOMES**



# Special thanks to our event partners



Saskatoon Poverty  
Reduction Partnership



UNIVERSITY OF  
SASKATCHEWAN

Office of Community  
Engagement and Outreach



United Way  
Saskatoon & Area



Office of the  
Treaty Commissioner



Reconciliation  
SASKATCHEWAN



Mark Cabaj

Here to There  
CONSULTING INC

# Module 11:

Communicating Results

# Intent

To explore different ways that innovators can communicate their evaluation results that increases the probabilities that they will be used in decision-making by different users.

## Key Points

1. Social innovators should already **be aware of (and designing around)** their primary users' questions, windows of use, and **communication preferences** well before they prepare to communicate results.
2. There are traditional and emerging **mediums** to communicate evaluation results.
3. You must 'frame' the **results story** for your audiences by the nature of the challenge, the context in which you operate, the intervention, and then the results.
4. Engaging evaluation users in **making sense of the data** will take more time but will increase likelihood that the evaluation findings will be used.
5. Consider employing smaller, more rapid and **real time** feedback cycles rather than large scale reports.

#1

Social innovators should already be aware of the communication preferences of their primary users (aka audiences) **well before** they prepare to communicate their results.

# User Profile Worksheet

Primary User	QUESTIONS: What are your evaluation questions?	USE: What kinds of decisions will you make with the answers to these questions? (See Tip 1)	PREFERENCES: What are your preferences for you how we design the evaluation or communicate its findings? (See Tip 2)	WINDOWS: When do you need the evaluation findings?
1.				
2.				
3.				
4.				
5.				

May 2003, Harvard Business Review, “The High Cost of Accuracy.” Kathleen Sutcliffe and Klaus Weber.



- *“The way senior executives interpret their business environment and data is more important for performance than how accurately they know their environment.”*
- *The authors further concluded that it is a waste of resources to spend a lot of money increasing the marginal accuracy of data available to senior executives compared to the value of enhancing their capacity to interpret whatever data they have. Executives were more limited by a lack of capacity to make sense of data than by inadequate or inaccurate data. In essence, they found that interpretive capacity, or “mind sets,” distinguish high performance more than data quality and accuracy.*





# The Power of Framing

**Climate Change: Phasing Out  
or Unleashing Alternative  
Energy Industry**

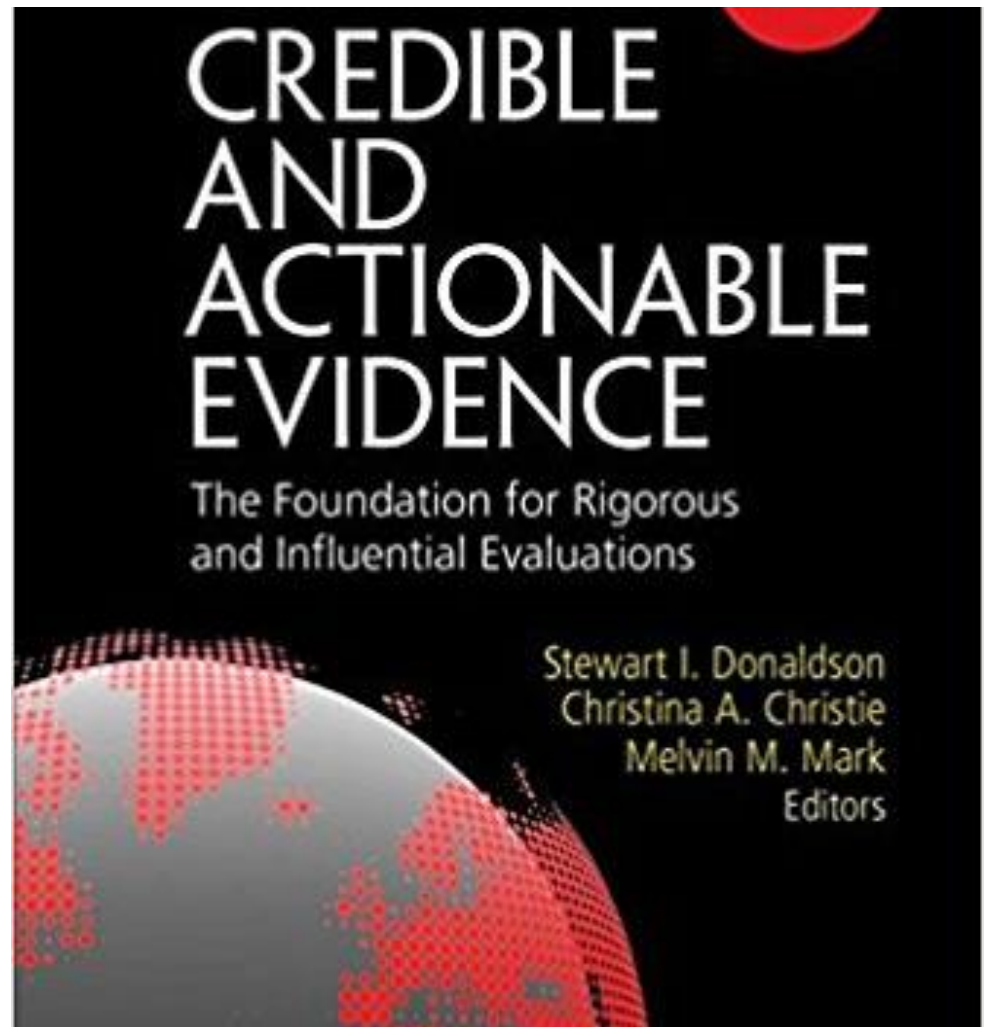


**Early Learning System: Early Childhood  
Development or Workforce Development  
or Social Justice**





What is credible  
depends on the  
primary user  
(aka audience).



#2

There are traditional and more innovative **ways** to communicate evaluation results.

# The Traditional Evaluation Report

- Pro: greater flexibility in how report content, format and length.
- Con: can take and expertise to develop a good one.
- Executive Summary
- Preface
- Background
- The Intervention
- Evaluation
- Findings
- Interpretation/Conclusions
- Recommendations

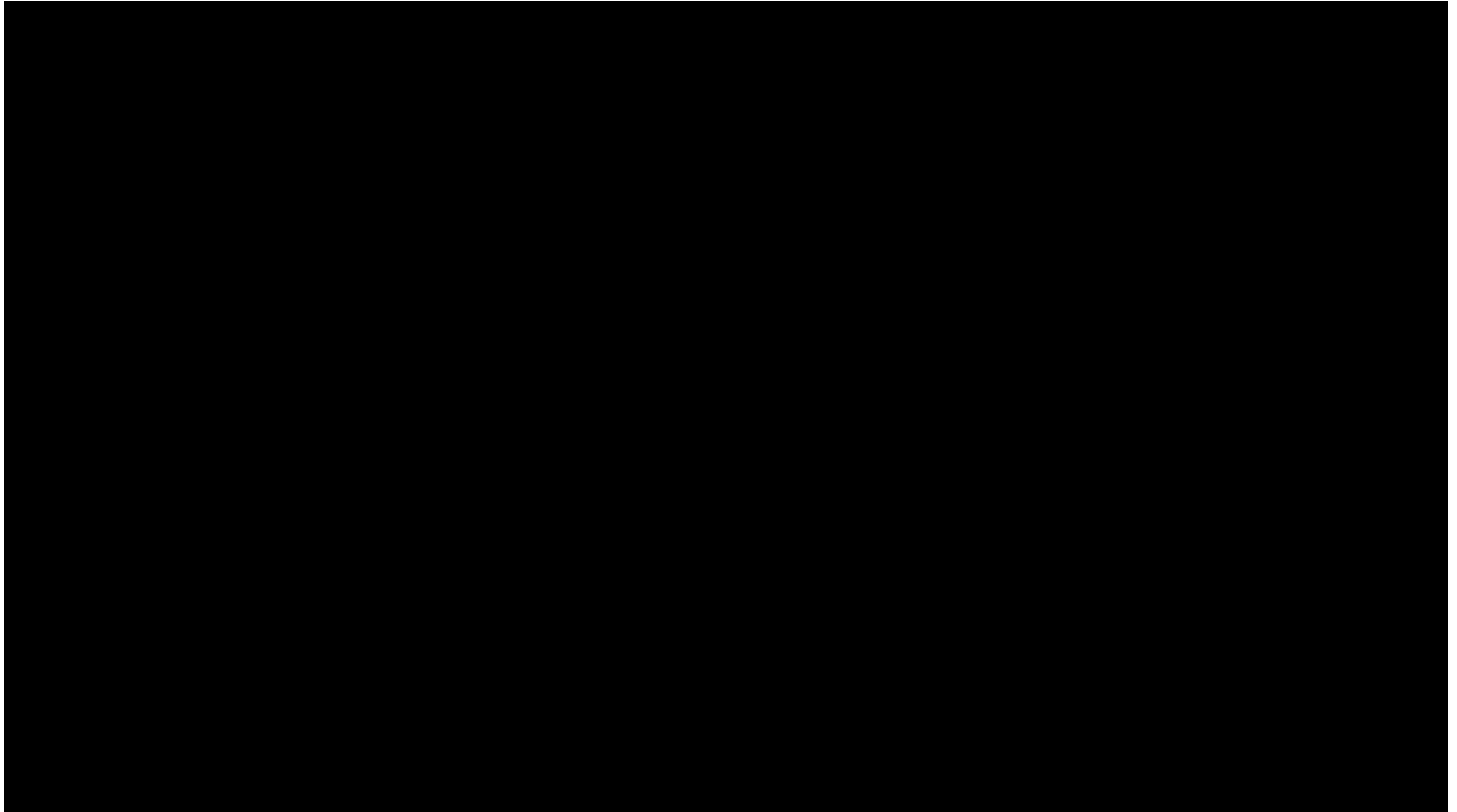
# The Pre-Determined Report Template

- Pro: likely to be in a format desired by evaluation user; efficient.
- Con: inflexible in report content, format and length.

Progress Report	
Company Name	
About Project:	
Project Construction	Project ID
Title of Project	
Starting Date	Ending Date
Director's Name & Designation	
Name and Contact Details of Project Manager	
Name of Partner/Institution	
Program Name (and number)	
Program Manager	
About Progress Report:	
Title of Document	Progress Report
Reporting Period	From 20/11/2011 to 20/11/2011
Author(s) & project role	
Date	Filename
Complete File Name and Address Where You Place This Report in Your System	
URL	(If the report is to be published on web)
Access	Unlimited use for Commercial Purposes
	General spreading
1. Targets Achieved in Last 4 Weeks	
List all what you have achieved for last 4 weeks and make sure to give description in more prescribed form that matches the information given in project plan so that reasons for any variations may be determined and proper. You can give this information in bulleted format.	
2. Outputs of Project	
Provide a summary of all outputs of last 4 weeks.	
3. Project Related Issues	
Provide information about issues that came in the way for completion of project. Give proper information about nature of issues, who dealt with the issues and what has been done.	
4. Risk Analysis	
Provide information about status of any risks related to project and describe what damages these risks could impose on project and up to how much extent these risks were controlled. Don't forget to give information about the risks that are not yet resolved.	
5. What to Achieve in Next 3 Weeks	
Add the end on list all goals to be achieved for next 3 weeks or more to keep all concerned people on a track.	
Authorized Signature 1	
Authorized Signature 2	
Address Line 1   Address Line 2   Phone: 555-555-5555   Website: www.website.com	

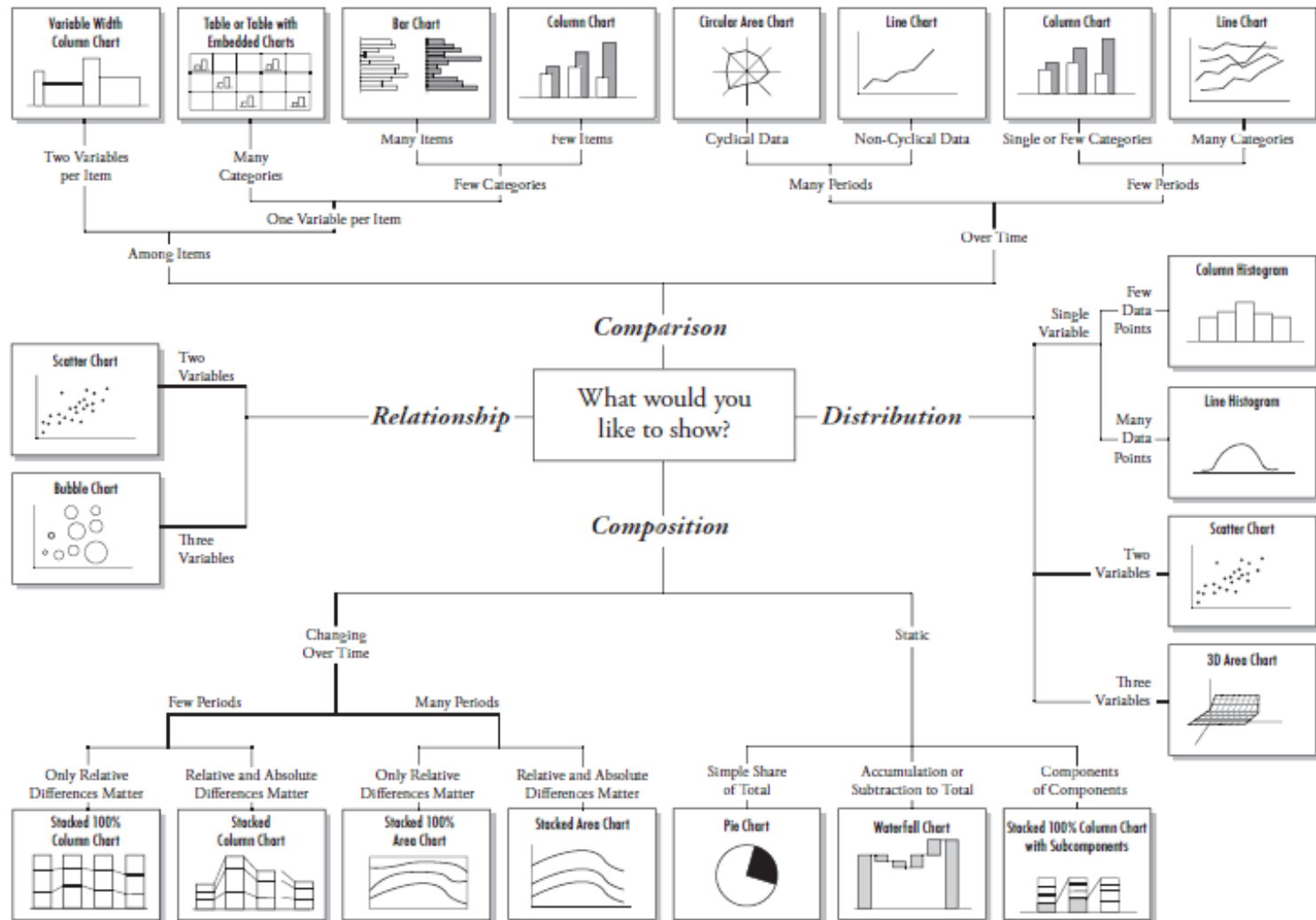
# Video Report

## Example: Energy Futures Lab



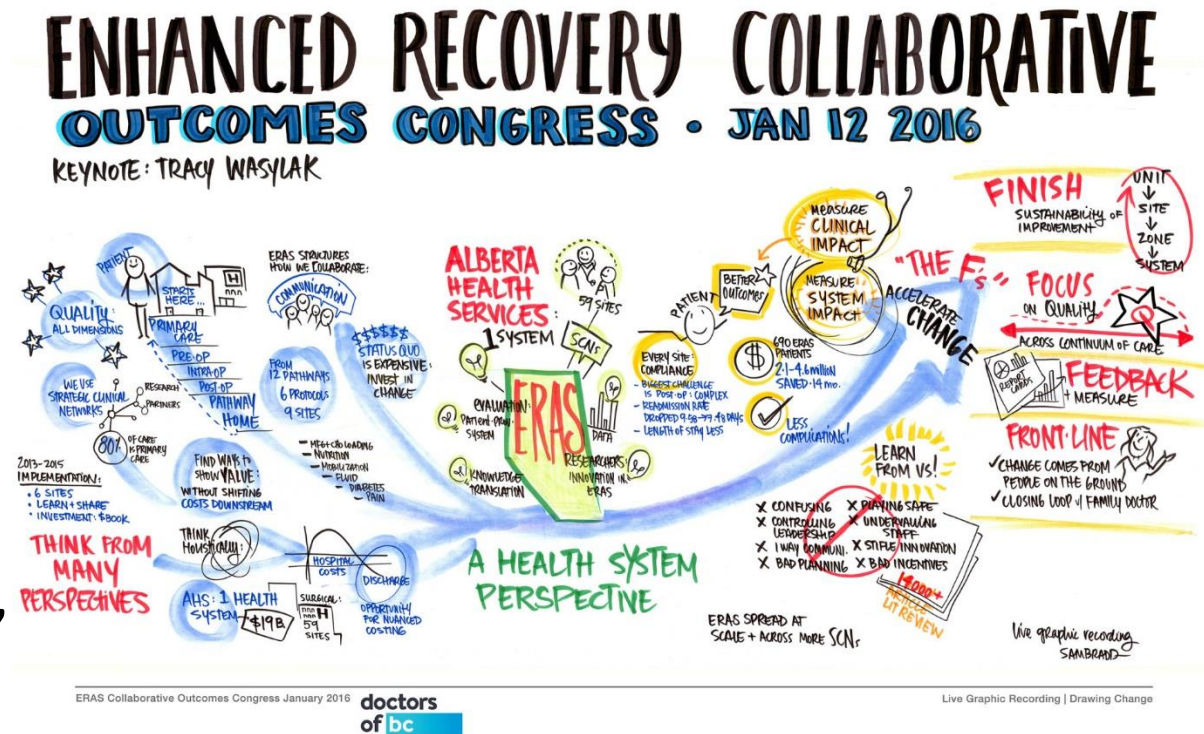
# Smarter Spreadsheets

## Chart Suggestions—A Thought-Starter



# Graphic Facilitation Products

- Pro: Captures the 'unfolding' of an event in a narrative manner.
- Con: can be too busy and "light" on analysis.





# Infographics

- Pro: visually appealing; more visual representations possible than graphs/charts.
- Con: can get too busy and “light” on analysis.



# Cartoon

## Example: HIV in Africa

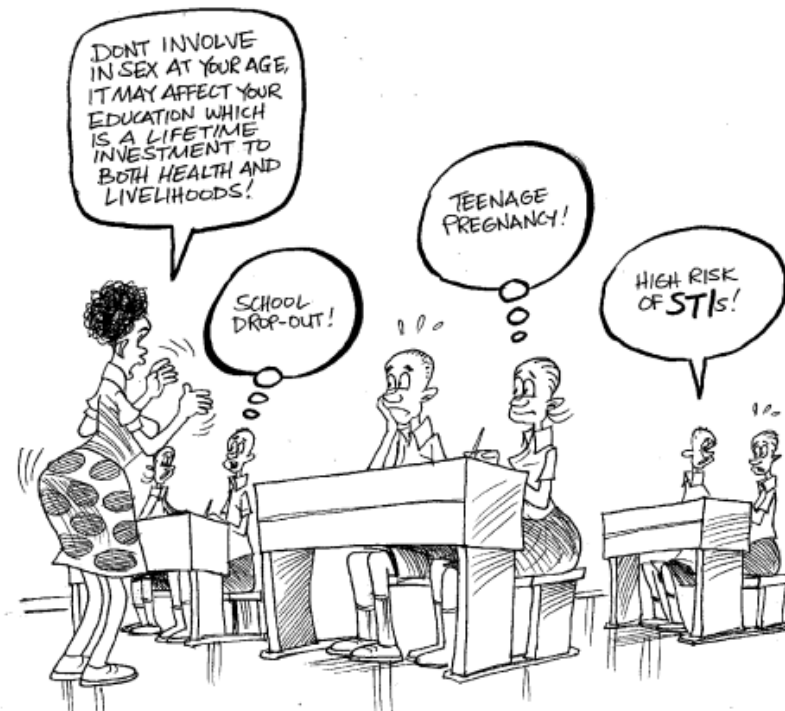
**RESTLESS  
DEVELOPMENT**  
THE YOUTH-LED DEVELOPMENT AGENCY

SURVEY ON BEHAVIOURS AND ATTITUDES OF  
**YOUNG PEOPLE**  
IN THE SOUTHERN HIGHLANDS OF TANZANIA



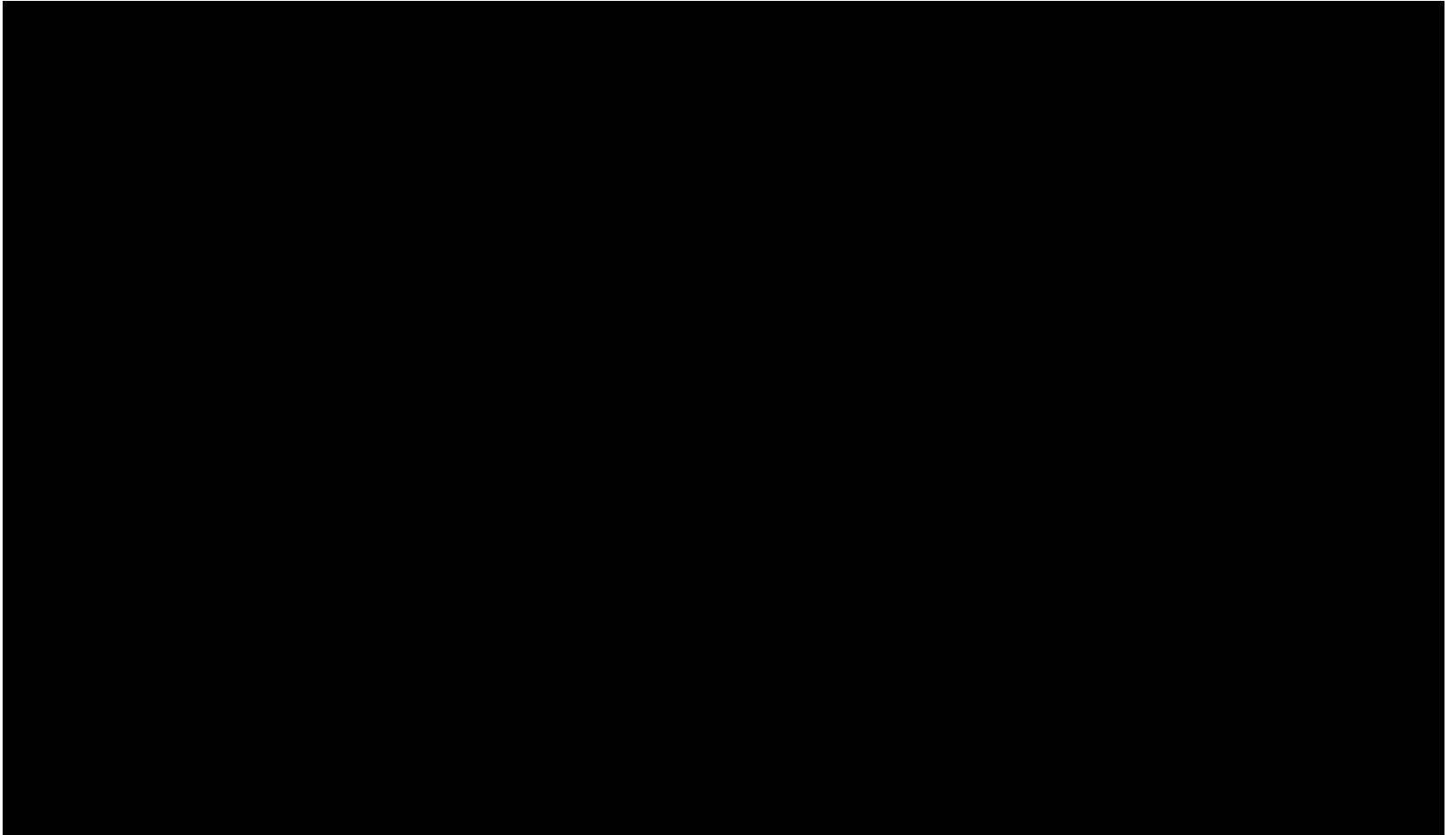
### INFORMATION & EDUCATION

In schools, [SRH education] helped to reduce the number of pregnancy cases. The situation before the programme was bad as a large number of students dropped out the school due to pregnancy.



# Data Software

Example: Birthrates in Developing Countries



# Resource

## Seven new ways to present evaluation findings

📅 October 3, 2012 at 5:15 am | 💬 2 comments

As regular readers will know, I am very interested in how findings of evaluations are presented and used, as I've written about before. I've put together a brief presentation on this subject (see below) entitled "Seven new ways to present evaluation findings" that I'm presenting today at the [European Evaluation Conference](#) in Helsinki, Finland.

- <https://intelligentmeasurement.net/2012/10/03/seven-new-ways-to-present-evaluation-findings/>

1. **Summary sheets**, or research briefs or policy briefs as some call them. A shorter document will much more likely be read than the full report. (see here for BetterEvaluation guidance on [executive summaries](#) and [friendly reporting](#)).
2. **Findings tables**. There a risk of dumbing down but presenting the raw findings can communicate your messages very strongly. (see here for guidance on [posters](#)).
3. **Scorecards** or dashboards are used commonly for real-time monitoring. (see here for guidance on [organisational dashboards](#) and [reputational dashboards](#)).
4. **Interactive web-pages** or web apps (e.g. <http://www.ushahidi.com/>) (see here for guidance on [website communication](#)).
5. **Photostory** or comic strips (see here for guidance on [cartoons](#), [photographs](#), and [pictures](#)).
6. **Blogs** can be used in the process of evaluations as well as for discussing use. (we don't yet have guidance on blogs - but we'll work on some soon, or let me know if you are interested in working on this).
7. **Multimedia video report**. (see here for guidance on using [video](#)).

#3

It is important to describe the **context** - challenge, the context in which you operate, the intervention – in which the results emerge.



# Narrative-Intervention-Numbers-Narrative

## Example: Philippine Agricultural Reforms

A Deep Description  
Of Baseline Conditions for  
The Subject of Change



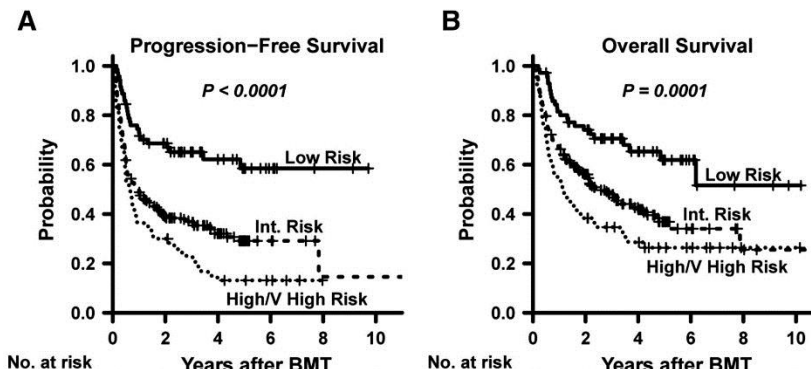
A Deep Description  
Of Post-Intervention Conditions



A Deep Description  
Of Post-Intervention Conditions  
For The Subject of Change



A Quantitative Description of Changes



Insight & Empathy!

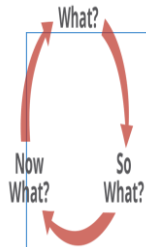
Insight & Empathy!

#4

**Engaging** evaluation users in making sense of the data will take more time but will increase likelihood that the evaluation findings will be used.



# 5.1 Participatory Sense-Making Techniques



**What? So What? Now What?:** a simple inquiry technique that guides stakeholders in making sense of data, draw conclusions and making recommendations.



**Multiple Perspectives:** project stakeholders asked to assume the perspective of each other to interpret significance of data.



**Scenarios:** project stakeholders review different data scenarios, interpreting, drawing conclusions and recommendations for each.



**Most Significant Change:** project stakeholders provide, review and interpret change stories together.

## 5.2 Employ One or More Outcomes or Interpretive Frameworks

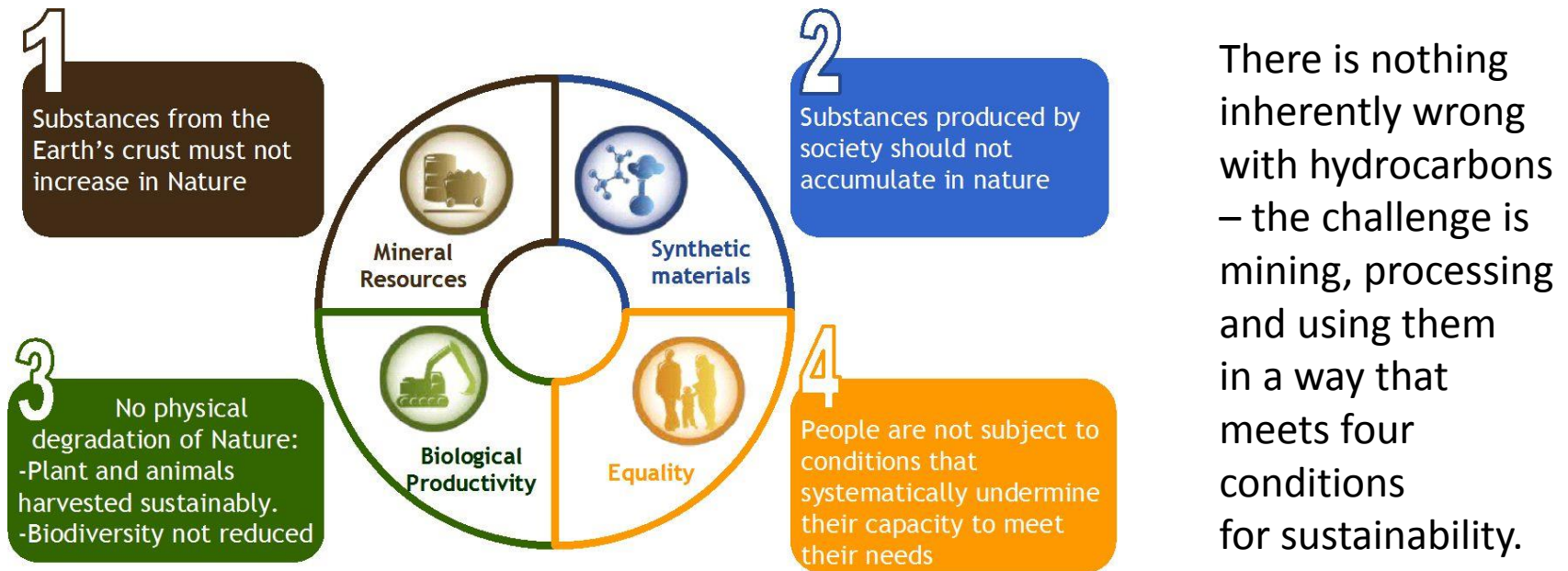
### Example: Energy Futures Lab

- The Framework for Strategic Sustainable Development (FSSD)
- The Geels (Multi-Level) Framework for Energy Transition
- The Three Horizons Framework



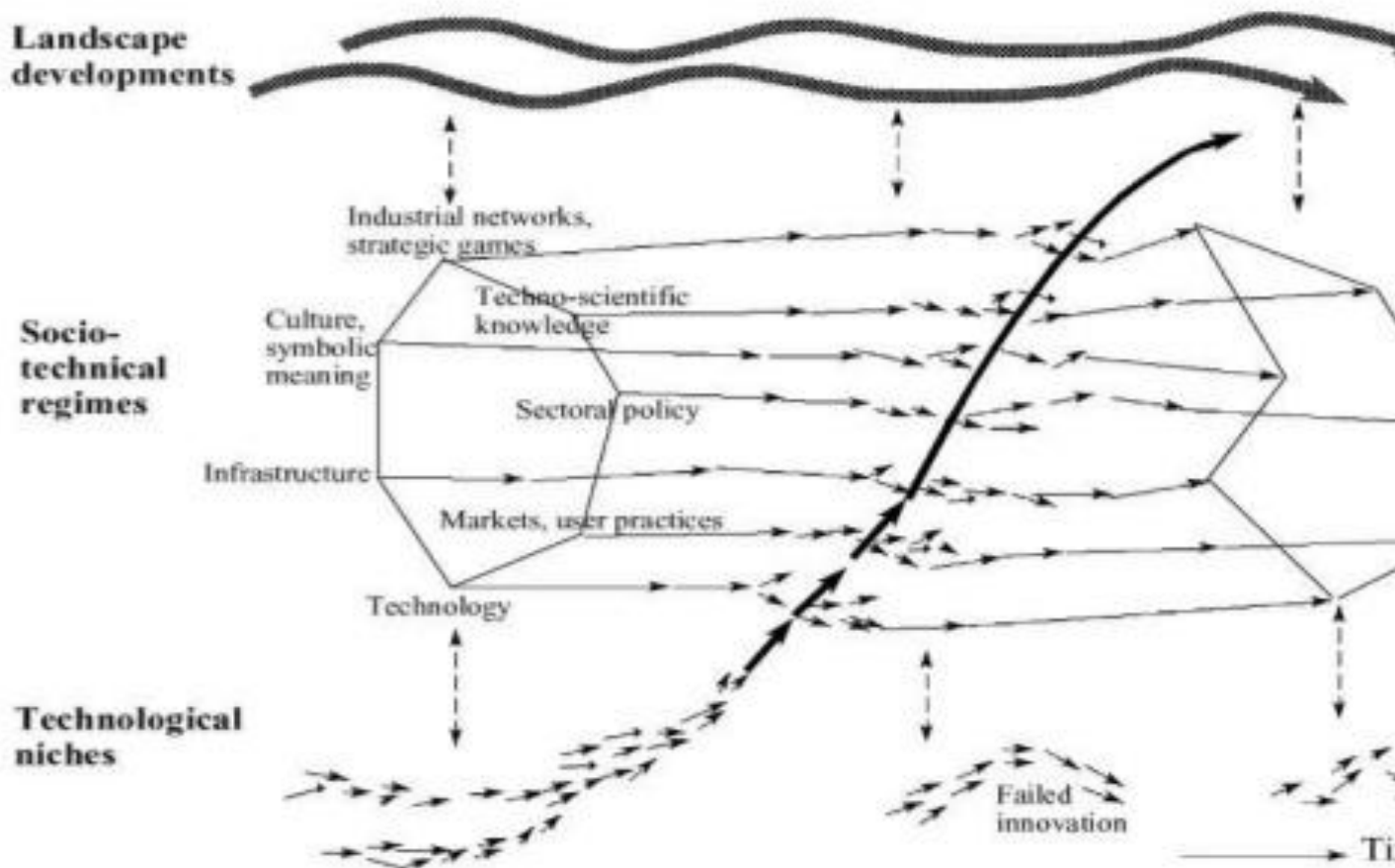
# Framework for Strategic Sustainable Development

## The End Game



# Three GEELS Framework

## Three Streams of Change



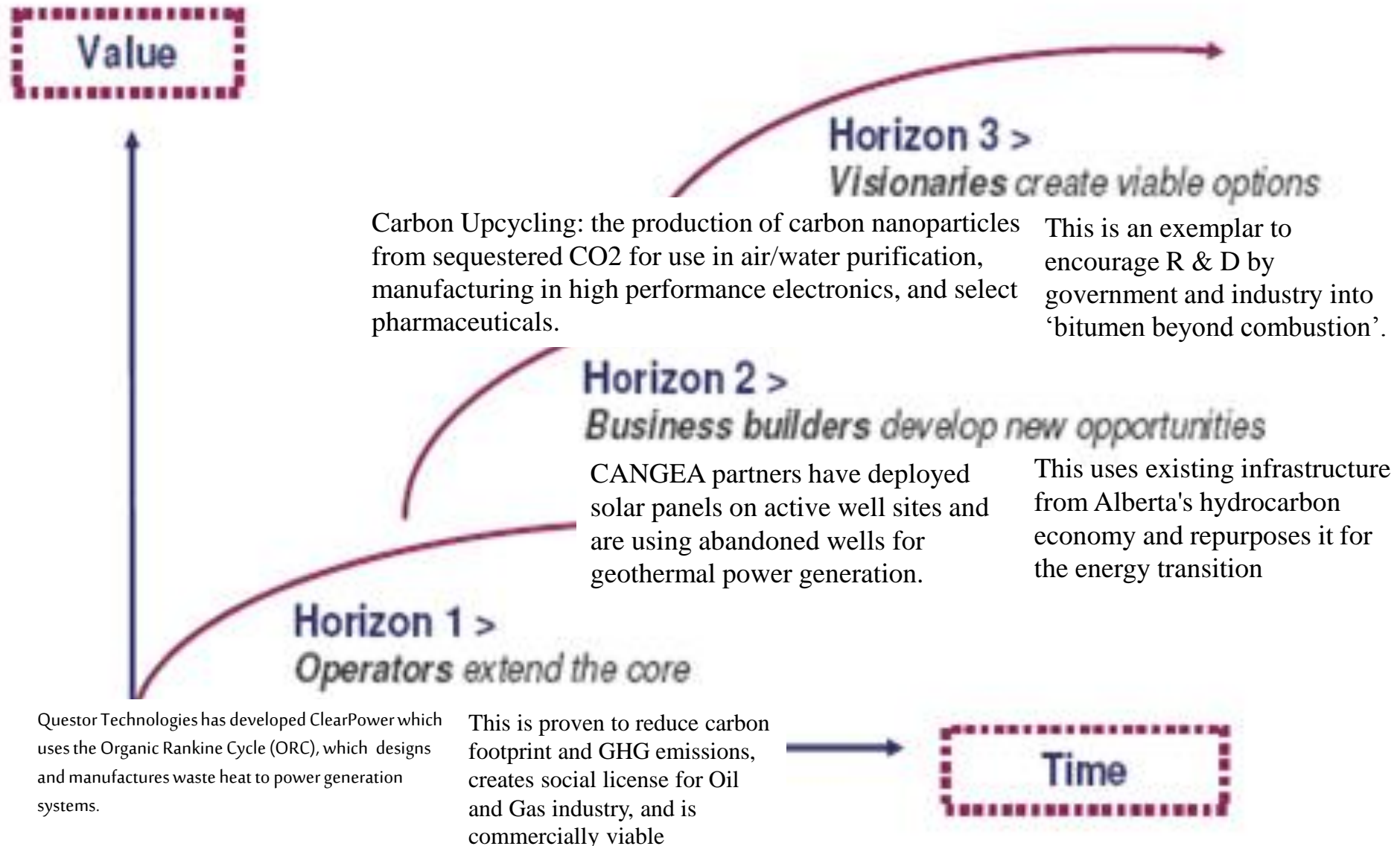
Frame and disseminate a radical middle position on five polarizing transition debates in key audiences (e.g., carbon Tax, pipelines, etc.)

Help shape three significant policies or regulations that can help accelerate the transition (e.g., AOSTRA 2.0)

Production and/or  
scaling of exemplar  
Initiatives to  
demonstrate transition is  
possible and catalyze  
others to act.

# Three Horizons Framework

## A Portfolio Approach



#5

Consider employing smaller, more rapid  
and **real time** feedback cycles.

# Real Time Streams of Feedback





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# Your Assignment

Identify one of the techniques or approaches in today's sessions that you would like to try in your next effort to communicate results.

We will explore this in your Evaluation Scope of Work

