

Getting to What Matters

HOW TO MEANINGFULLY MEASURE PROGRAM IMPACT

How are you measuring your impact?

How are you telling the story of your program's achievement?

Do you or your staff struggle to collect data that shows the true value of your work?

Does your evaluation fail to capture and communicate the full picture of your impact?

Every program designed to serve people needs evaluation that is meaningful and engaging. Exceptional evaluation not only proves the value of the program to stakeholders, but also improves the program effect among those it is intended to serve. It can be powerful and formative for any organization, an act of true leadership.

Too often, however, evaluation fails to give us a crisp and clear picture of impact. It is frequently burdensome, perfunctory, or unwieldy – a chore to perform, not an exciting and incisive discovery of the keys to causing human impact. We tend to measure the wrong things in the wrong ways, making our evaluation inert. How can we evaluate better? How do we

- *design simple, elegant, and meaningful evaluation?*
- *develop leadership capacity among staff through evaluation?*
- *focus on impact and not just output?*
- *communicate results convincingly and with credibility?*
- *mobilize stakeholders to engage and staff to make data-driven program decisions?*

In this workshop, participants will learn how to use two practical tools – the *Heart-Triangle* (a model to illuminate features of human impact) and the *Evaluation Windows* (a model to design a balanced and meaningful data-gathering approach).

The primary purpose of this workshop is to help participants think better about evaluation. We will examine underlying premises, common mistakes in evaluation strategy and design, and learn how to conceptualize deep, meaningful, and balanced evaluation.

FACILITATOR



Steve Patty has over 20 years of experience working in the field of evaluation and leadership development. He holds a PhD from Trinity in Chicago and has been trained at Harvard's Kennedy School of Government. After 13 years in high education, Dr. Patty has dedicated the past 10 years to helping organizations design and develop evaluations. He has worked with teams from over 200 organizations to strengthen their capacity for doing meaningful self-studies of impact. He has presented for thousands of leaders across North America and has consulted with organizations and foundations including the YMCA of the USA, National Council of Juvenile and Family Court Judges, Canadian Evaluation Society, Foundation Centers, Americorps in Oregon, Washington, Nevada, Iowa, California and Utah, Geneva Global, Nonprofit Association of Oregon, United Way, and Lilly Endowment Inc., among others. He is a published author and frequent conference speaker.

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