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Who is in the room?

Your Name

Your Organisation

1 thing that you learn this morning
(in one sentence...)

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Demonstrating Change

In this session we will explore how we can demonstrate the change that our groups are making.

• Terminology
• Setting Objectives
• Measuring your work
• Demonstrating change

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Terminology... All the O's

Outputs: The number or volume of things that happen as a short-term result of your activities

Outcomes: are the changes that happen as a result of your work or project.

Objectives: the goal you are attempting to reach or achieve

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Terminology

Outputs

The number or volume of things that happen as a short term result of your activities e.g.

• 25 people attended meetings

• 5 resources published

• A one day event

• 25 people attended training

• 9 participants recruited

Outputs measure, they don't address change or value.

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Terminology

Outcomes

The changes that happen as a result of your work or project.

These can be changes in individuals' lives, whole communities, systems or policies.

They may reflect shifts in knowledge, awareness, capabilities, attitudes or behaviors.

Put another way – an outcome is the change you plan to bring about or affect

Once we set these, we need to demonstrate that we have met them....

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Demonstrating Change

Demonstrating change and measuring your work is not just for large charities.

Funding increasingly want to see examples of what your work is achieving to ensure they are getting 'value for money'.

We often have intangible results so it's a challenge to create evidence that proves our organisations is making a difference?

Where do we start?

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Setting Objectives

We start by being clear about our objectives so that we can measure our work along the way so that we can demonstrate when and how we achieved them.

When setting objectives be SMART

Always have in your in mind… how are we going to measure our work, how will we prove that we have achieved our objectives

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Setting Objectives

Specific – what you will do

Measurable – how/what will you measure?

Achievable – it is possible in the context?

Relevant – aligned with charitable objectives?

Time Driven/bound – timeline, milestones?

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Measuring our work

Its important to be able to show:
- What changes you are bringing about
- How you are meeting a need successfully
- How you know you are achieving your outcomes

And to:
- attract funding
- improve work and best practice
- Build trust and confidence with the people that use our services/support

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What are you measuring... and SO WHAT?

Outcome measures reflect the impact of the activities and outputs:

- Yes you can use numbers (increases or decreases)
- Satisfaction levels
- Confidence levels
- New skills
- Increased access
- Increased feelings of inclusivity
- Increased diversity
- Increased levels of health
- Increased levels of wellbeing
- Decrease in incidents
- Increase in reporting incidents

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How are you measuring?

- If your counting, make it meaningful, always ask... SO WHAT?
- If your conducting Surveys, think about when e.g. before and after?
- Yes, you can use observations and yes, they will be subjective but they useful to add human stories to data
- Online tools. There is a huge variety of online tools available to measure progress for service/support users.
  From free platforms for expensive bespoke systems – we explore outcome measurement in our LGBT+ Common Outcomes Framework Guide.
- Narratives and testimonials

Quantitative AND Qualitative

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Exercise

- Do you currently measure your work?
- Who are you doing it for?
- What do you measure
- How do you measure?
- When do you do it?
- What will you do with the data/information once you have it?

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Exercise

In pairs

Think of a recent project or piece of work you have done or would like to do and discuss how and what you could measure to produce evidence that you are affecting change through your work

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Exercise

OBJECTIVE	The over all goal you want to achieve e.g. The Workplace becomes a safe space for Trans people
Don't forget to be S M A R T here	
OUTCOME/S	The changes you believe your work will bring about e.g. People feel more confident to come out at work
What and How will you measure? *If your relying on counting, remember to ask yourself SO WHAT?*	Remember – this has to prove your achieved your objective so keep that in mind – don't count or measure things that are not relevant
Challenges?	Use this space to note any challenges you might think of

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Collecting data and information

Decide what you want to measure and collect at the start of the project or work – especially if you intend to show change using a comparison between baseline data and information you collect at the end of the project

Experiment with methods – better to try 4 methods and realise the all work than only 1 that turns out not to

Remember... Why you are measuring ... To gather useful information that shows you have affected change or achieved your objectives

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Collecting data and information

No point in measuring and evaluating every possible thing and ending up with reams of data that you don't know what to do with.

- Think about what data you need and focus on collecting the data that will demonstrate you have achieved your outcomes.
- Find out what other groups use and what works for them
- Try and test and don't be afraid to change and try new ways
- If you are measuring for a funder – find out what information they want right at the start of your project – it's pretty tricky to go back and collect base line data!

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What do you do with the information

- Turn data into useful and interesting information for others inside and outside of your group
- Don't blind funders with stats (or at least fluff up the stats with stories if you do)

Keep in mind your outcomes at all times.

The data you collect should be used to demonstrate that you have affected the changes you set out to make.

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Demonstrating that you have affected change...

Don't
- Don't just list your output's (they don't demonstrate change
- Don't just use stats
- Don't lose sight of your objectives and outcomes
- Don't forget what variables can effect your data (service users might be accessing other support that has an impact)

Do
- Tell a story
- Relate information back to the overarching goals of the organisation
- Ask yourself SO WHAT?
- Make readable (can you make a short visual companion report too?)
- Attribute success

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Next steps

Get together with your committee/trustees and discuss
- Are we measuring our work (not just counting numbers)
- Why do we want to measure?
- What shall we measure
- How will we do it
- How will we resource it?
- How can we use it to demonstrate the AMAZING work we are doing?

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