

Making friends with evidence and evaluation

{ Rachael Trotman – Weave Ltd
rachael.trotman@xtra.co.nz
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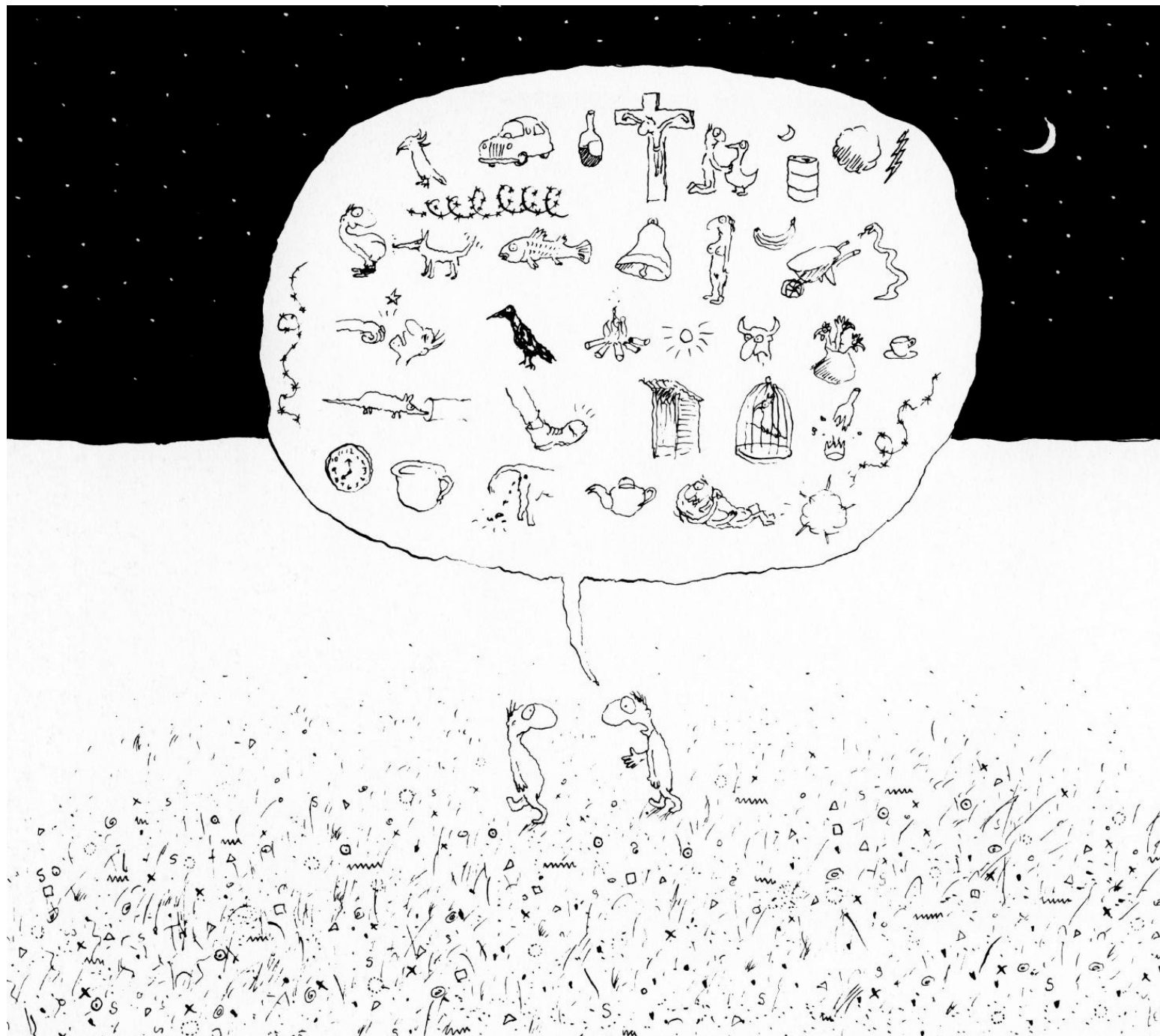


Auckland based
Freelancer/collaborator
ANZEA - www.anzea.org.nz
Centre for Social Impact
www.centreforsocialimpact.org.nz



Sociology
Human ecology
Jungian and transpersonal
psychology
Theory U www.presencing.com

Accidental evaluator





E – valu – ation

Evidence – value – action

Kate McKegg – developmental evaluation - Youtube

E – valu - ation

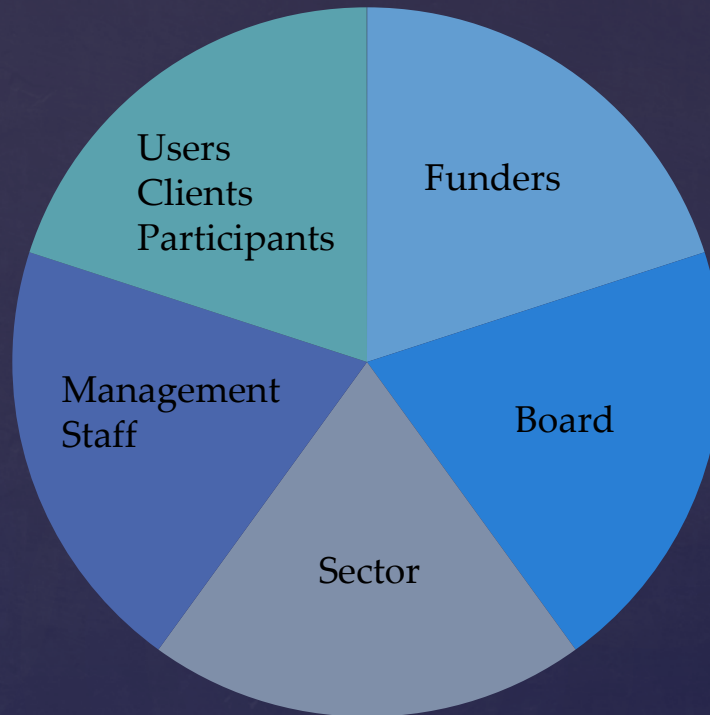
Head – heart - hand



In Curly Flat people often change direction and turn off roads to free themselves from the expected way ahead.
The Tyranny of the Inevitable.

What do you and those you serve
gain by showing value and telling a
robust story?

Clarify value



Measure what matters to those
who matter

What types of data and how to present it?

- ⌘ Rich pictures
- ⌘ Infographics
- ⌘ Slide docs (Duarte.com)
- ⌘ DVDs, photo methods
- ⌘ Summary documents
- ⌘ Presentations/testimonials by participants

What speaks to them?

- ⌘ Use your language
- ⌘ Make time for this work - experiment
- ⌘ Let passion to make a difference be the driver
- ⌘ Ask powerful questions
- ⌘ Focus more on success and positive change
- ⌘ Do what energises you

Do it your way

- ⌘ Who do you measure and evaluate for?
- ⌘ What is real change for the people you serve?
- ⌘ Are they involved in how you track and show your value – do they need to be?
- ⌘ What story of change would they tell?

Who is at the centre of
your story?

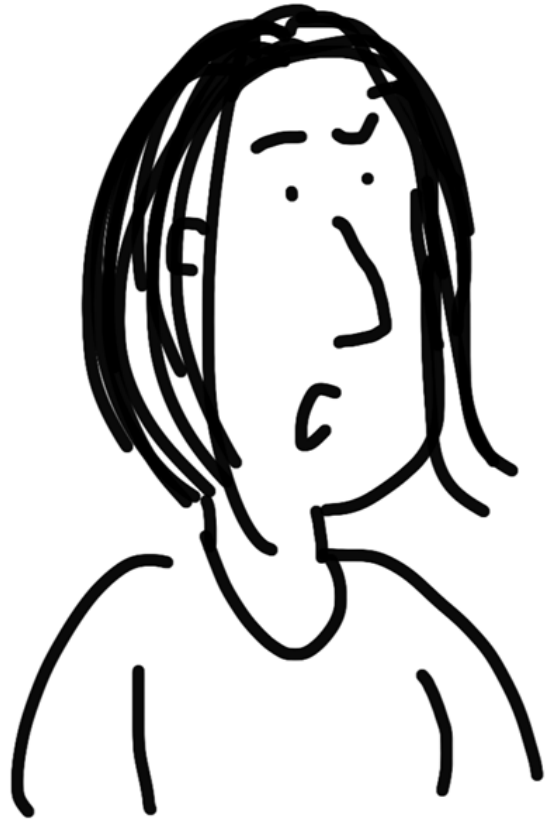
- ⌘ Share responsibility
- ⌘ Participatory data collection
- ⌘ Horses mouth data
- ⌘ Reflection as a tool for transformation

Do it together

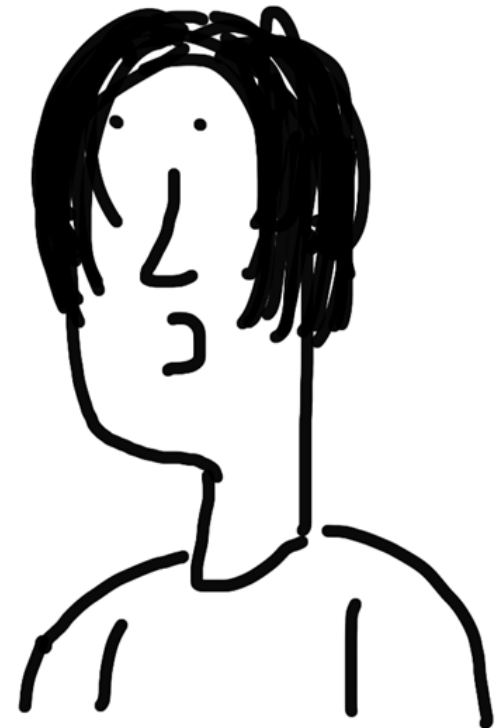
- ⌘ What do you have (people, data, systems, approach)?
- ⌘ What to keep and let go?
- ⌘ What mix of head, heart and hand can steer?
- ⌘ What skills do you need to develop within?
- ⌘ What skills do you need to hire in?

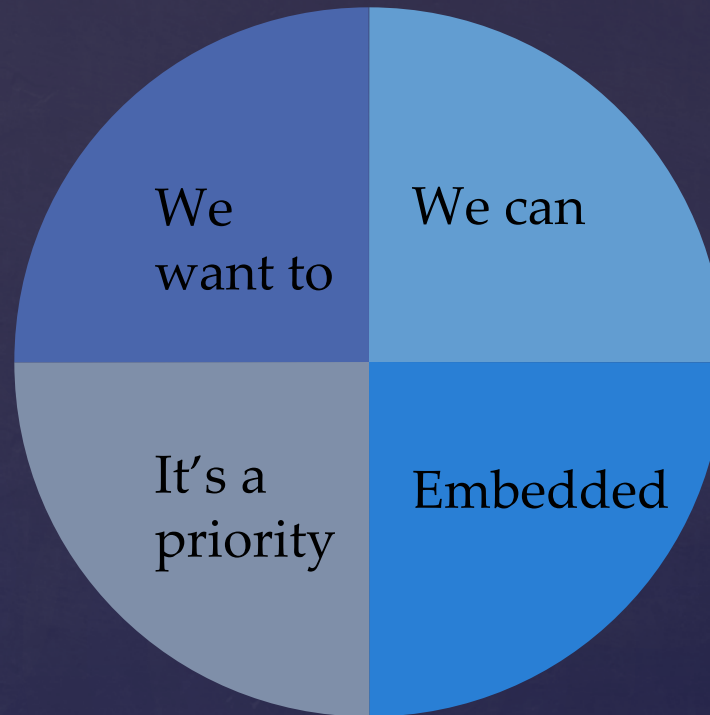
Start where you are

You say your program
works but why should I
believe you?



Because I have
evidence.





What would this look like for you?
What would need to change?

- ⌘ Negotiate purpose and brief
- ⌘ Seek right mix of head, heart and hand
- ⌘ Consider their grasp of your context
- ⌘ Consider fit with your team
- ⌘ If large scale ask for EOI's then interview
- ⌘ Results presented in ways you can use

When getting help

WHY DO WE DO IT ?

Nobody seems to know
why we do it.



Leunig

- ⌘ Measure what matters to those who matter
- ⌘ Do it your way
- ⌘ Find it valuable, energising and meaningful
- ⌘ Do it collaboratively
- ⌘ Tell a compelling performance story

Evidence and evaluation are your friend
if you...

- ⌘ MSD funded, Community Research leading www.communityresearch.org.nz
- ⌘ Support NFP sector to evidence and tell their story
- ⌘ Launching November 2015
- ⌘ To contribute a short case study contact Manu Caddie on manu@ahi.co.nz

What Works website