

DEVELOPING AN OUTCOMES FOCUS

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Advice Awareness Integration



DEVELOPING AN OUTCOMES FOCUS

- What is it....?
- What are the benefits....?
- How should it be implemented....?

Advice

Awareness

Integration



DEVELOPING AN OUTCOMES FOCUS

- WHAT IS IT....?
 - A Planning Tool - Aims & Objectives
 - Individual, organisational or project
 - Needs led, client centred approach
 - **Changes, Benefits, Learning, or other effects that actually occur as a result of your activities**
 - It's what “Comes Out” of what's “Put Out”.....
 - Can be expected or unexpected, positive or negative
 - Effective monitoring and measurement is critical

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Example Outcomes in **Individuals**:-

HEALTH – Reduction in physical health problems

BEHAVIOUR – Reduced truancy

SELF PERCEPTION – Increased self-confidence/esteem

KNOWLEDGE/SKILLS – Increased knowledge of outcomes

RELATIONSHIPS – Improved communication skills

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DEVELOPING AN OUTCOMES APPROACH

Examples Outcomes in **Organisations**:-

Organisational Strength – More secure funding
Improved management structures
Greater lobbying voice

Sector Forums - More effective management committees
New or improved services

Examples Outcomes in **Projects**:-

Rural Action - More public green space
Less litter and graffiti

Volunteer Development - Roles matched to skills
Stay for a longer period of time

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DEVELOPING AN OUTCOMES FOCUS

- WHAT ARE THE BENEFITS...?
 - Supports organisational development
 - Clearer about WHAT you do and WHY you do it
 - Evidence the benefits, changes, learning, differences
 - Improve fundraising capability
 - More attractive to funders and partners
 - Improve staff and volunteer role clarity and motivation
 - Improve recruitment of staff and volunteers
 - Improve sustainability
 - Improve client services

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- HOW SHOULD IT BE IMPLEMENTED....?
 - Strategic approach to outcomes
 - Aims & objectives to be clearly identified
 - In “Bite Size Chunks”
 - Realistic, timed implementation plan
 - Identify outcomes, indicators and develop/amend measurement processes
 - Staff and volunteer involvement and consultation
 - Keep it simple, user friendly and integrated
 - Review regularly

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DEVELOPING AN OUTCOMES FOCUS

- What....? benefits, changes, learning, differences that are made
- Why....? client focused, evidence of worth, make more attractive to funders/staff/volunteers
- Who....? everyone, most importantly, clients
- How....? senior management /trustee buy in, start small, build up over time, 12-18 months

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THANK YOU

Advice *Awareness* *Integration*

