Welcome to the workshop

Monitoring and Evaluation: making your evidence work for you

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Mentimeter

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Let’s introduce ourselves…

I’m Ilaria, a mixed-methods researcher, coach and founder of Empirica Research & Consulting.



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What you will gain today



Understand impact

A clear understanding of what impact really means and how you're already capturing some of it in your daily work.



Practical methods

Ready-to-use techniques to capture, organise, and report impact effectively without overwhelming your team.



Communication confidence

The ability to articulate your organisation's value to funders, stakeholders, and the communities you serve.

Mentimeter

We will use Mentimeter to answers questions on some slides.

A goal without a plan is just a wish.



Antoine de Saint-Exupéry

quotefancy

What do we mean with evaluation?

It’s a process assessing the VALUE of a service, programme or project to learn from what has been delivered.

What information or evidence are you trying to generate?

Who is the information or evidence for?
Who is the intended audience?

How are intended audience supposed to use it?
What is the proposed impact (i.e. inform a decision, change practice, advocate to change policy)?



Monitoring: ongoing tracking (e.g. attendance), systematic way to collect and record information to check progress and enable evaluation. What is happening BUT NOT why.


QUIZ TIME

Mentimeter
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An organisation wants to know whether its weekly activities are happening as planned. Which question is most clearly a monitoring question?



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Are participants experiencing positive changes?	Are we delivering the planned number of sessions?	What difference has the programme made?

Start quiz

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An organisation has delivered 20 workshops and collected feedback. It now wants to understand whether the workshops actually made a difference.

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Evaluation	Monitoring

Start quiz

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Which statement best describes the relationship between monitoring and evaluation?

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Monitoring tells you what happened: evaluation helps you understand what difference it made and why.

0 ×

Monitoring and evaluation are two different words for the same thing.

0 ×

Evaluation happens throughout a project, while monitoring only happens at the end.

→ Start quiz

What do we mean with impact?

Many development agencies use the definition of *impacts* provided by the Organisation for Economic Co-operation and Development – Development Assistance Committee:

"Positive and negative, primary and secondary **long-term effects** produced by a development intervention, directly or indirectly, intended or unintended.“ *(OECD-DAC 2010)*

Theory of change vs logic model

Theory of change

Explains how and why change happens

Makes explicit:

✓ Assumptions (what must be true)

✓ Risks (what could go wrong)

✓ Context (barriers, enablers)

Focuses on: why this approach should work

Logic model

A chain of logical if-then relationships

Shows the sequence:

Activities → Outputs → Outcomes → Impact

Focuses on how a programme is intended to work:

What we do

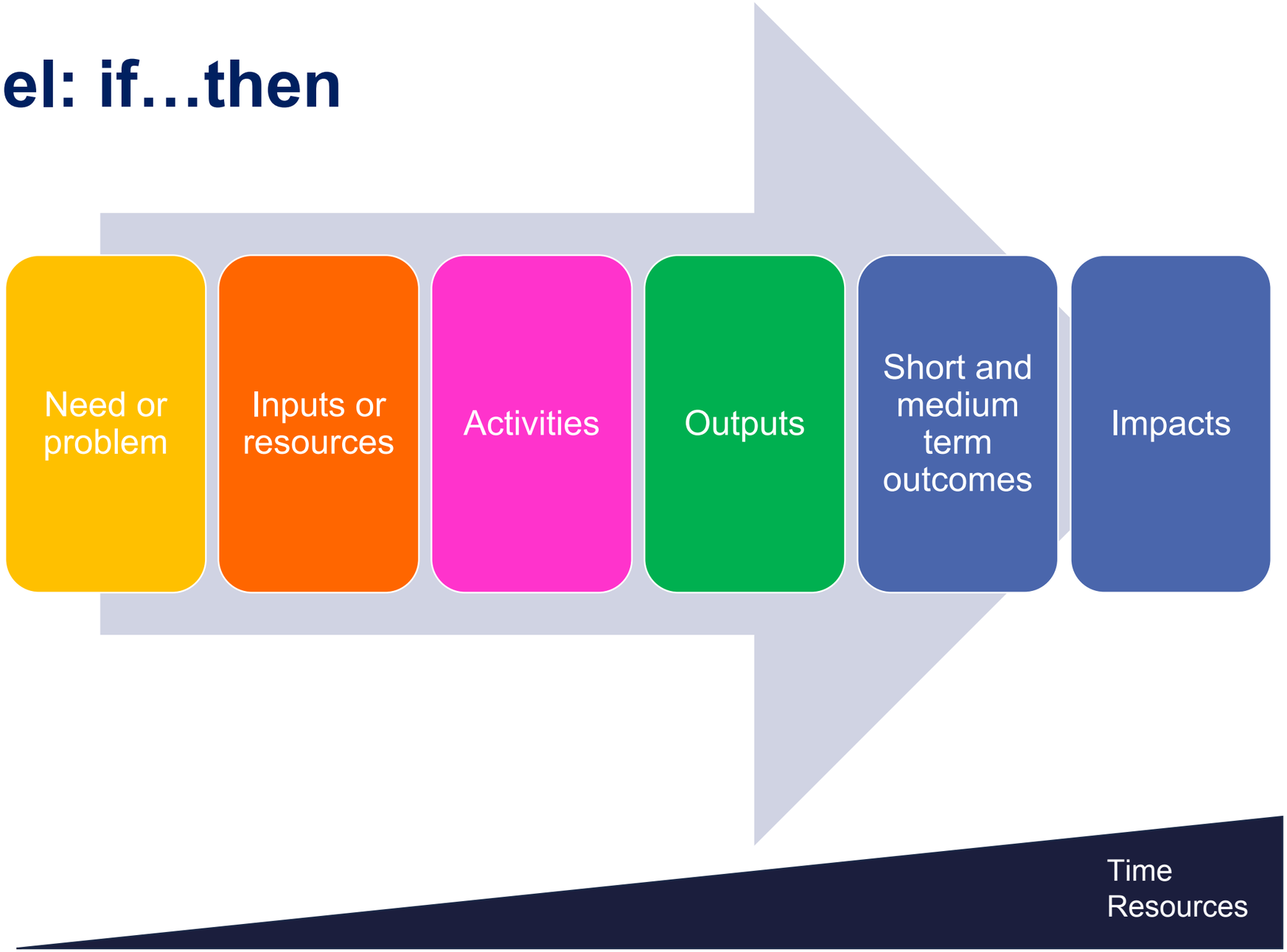
What we produce

What changes

A logic model shows the pathway, while a ToC explains the reasoning behind it.

Logic model: if…then

Example: CIC delivering postnatal classes helping parents to connect with their babies and other parents



Need or problem

Problem statement or community need.

It is related to the mission, you should think about a clear and concise statement of the challenge you are trying to tackle.

Example: according to the UK's Maternal Mental Health Alliance, up to 20% of women experience perinatal mental health issues during pregnancy or in the first year after birth. In Scotland, access to support remains uneven, and local feedback highlights further challenges. Parents report that the current provision of baby's classes lack peer support, offer limited connection to other parents, and often feel overstimulating or poorly suited to their emotional needs.

Inputs or resources

Resources needed to put the intervention in place and make it work, “what are we using to make change happen?”

Example: funding, room, toys, phone, equipment

Activities

Things you actively carry out (verbs), “What are we doing with our time and resources?”

Example: deliver a weekly classes, wellbeing and educational sessions, blog, updating online peer support group

Outputs

Direct, countable results of the activities (usually numbers), what gets delivered.

What did that activity produce?

Example: 20 parents attended weekly classes over 6 months, 32 parents engaged with the online peer support group

This is where the difference you make starts to show.
"What changed because people took part?"

Outcomes can be:
Short-term (knowledge, skills, confidence)
Medium-term (behaviour, choices, engagement)
Example: parents gained confidence in playing with their child, improved postnatal mental health, increased learning in breastfeeding

Impact/Long-term (life situation, health, stability)

Example: stronger, more connected community of parents, decrease pressure on mental health support

Short and medium term outcomes

Impacts



How do we get to a good cup of tea?

Our impact: Enjoy drinking a GOOD cup of tea

Assumption: people enjoy some time while on a break

We are going to make a logic model on this, but working BACKWARDS

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If our impact is "enjoy drinking a good cup of tea", what might happen immediately before this? OUTCOME



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A kettle, tea and mugs are available	People experience a relaxing break	10 cups of tea are prepared	Someone boils the kettle

Start quiz

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If people are going to experience a relaxing break, what might we need to do? ACTIVITY



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Provide tea, mugs and a kettle	Make and serve the tea	10 cups of tea are served	People feel relaxed

Start quiz

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If we make and serve tea, which of these is an output?



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Tea bags and mugs	Making the tea	10 cups of tea served	People have a relaxing break

Start quiz

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What would we need in order to make and serve the tea?

INPUTS



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People feeling relaxed	10 cups of tea served	People enjoying their tea	Tea, mugs, kettle and water

Start quiz

STEP 1

Turn your mission into an outcome

Stop using broad mission statements and start writing testable change statements

Mission: why you exist

Outcome: what changes because of your work

“Parents demonstrate increased knowledge on how to play with babies”

Each outcome should be specific, time-bound, and realistic.

STEP 2

Choose indicators: recognising change



How you know an outcome is happening.

Outcome indicators are specific, measurable pieces of information that tell you whether you're achieving your outcomes and how much change has occurred.

Quantitative indicators

Numbers-based measures like attendance records, survey results, employment rates, and completion percentages.

Qualitative indicators

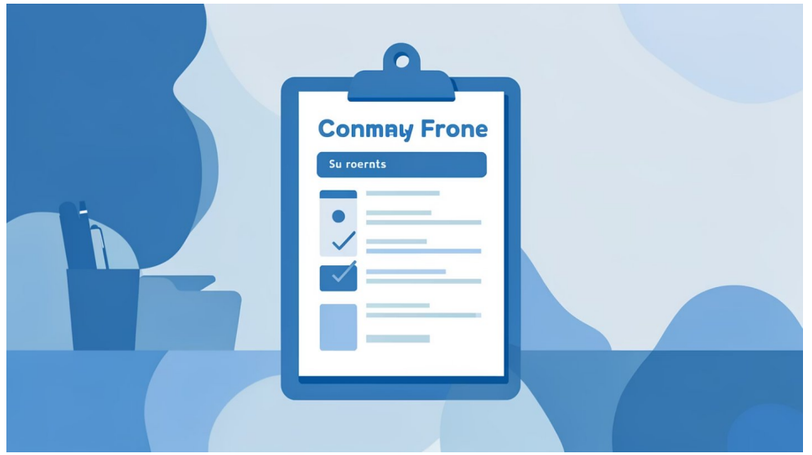
Story-based evidence including case studies, testimonials, interviews, and observational notes.

STEP 3

Collecting data systematically

Three rules:

1. Ask the same question to everyone
2. Ask it at the same point (start and end)
3. Record in the same place



Sign-Up question

Final session question

Staff observation

Remember: without a starting point (baseline data), it’s hard to measure change.

Stories with structure: routine data you already collect



Attendance patterns

Regular attendance suggests your program meets a real need and creates value that keeps people coming back.



Repeat engagement

When participants return or engage with multiple services, it indicates trust and meaningful benefit.



Drop-off & retention

Understanding who stays and who leaves helps you identify what's working and what needs improvement.



Informal feedback

Comments, emails, and casual conversations often contain powerful testimonials of change.

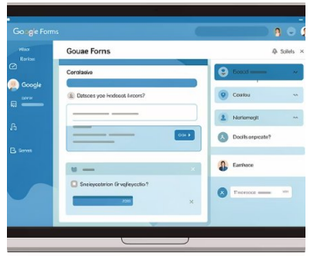
> **Reflection question:**
>
> "What data do you already collect that you haven't considered could be part of your impact story?"

Existing resources to help you



Harmonised questions

Use ONS harmonised standards for demographics, education, employment, and deprivation. Alternatively, you can use Census questions.



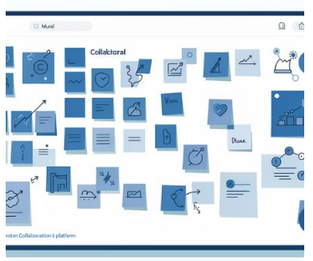
Google Forms

Free, user-friendly tool for creating surveys and collecting responses.



Tally Forms

Intuitive form builder with advanced features like conditional logic and custom branding options.



Mural

Visual collaboration platform ideal for mapping theories of change and facilitating team discussions about outcomes.

STEP 4

Make sense of your data



Look for patterns

- Did certain activities create better results than others?
- Were there unexpected outcomes—positive or negative?
- What feedback did beneficiaries provide?
- What changed most and for whom?

STEP 5

Communicate your findings

From activity reporting to impact statements

Simple impact formula:

"Because of [activity], [who] experienced [outcome], shown by [output], leading to [impact or long-term outcome]."

Because of **weekly parenting sessions**,
new parents experienced **increased confidence**,
shown by **80% reporting higher confidence scores**,
leading to **improved parent child relationships.**

Every report should include:

- 1 compelling number
- 1 powerful quote
- 1 learning point

Make impact part of your DNA

Engage everyone

Ensure all staff and volunteers understand how their work contributes to outcomes. When everyone sees their role in the bigger picture, performance improves.

Integrate discussions

Include impact in trustee agendas, team meetings, and regular reports. Make it a standing agenda item, not an afterthought.

Share stories

When impact becomes part of everyday conversation, stories become stronger and more authentic. Your team will naturally collect better evidence.



Are you thinking that this workshop has been useful (hopefully) and motivating but you still do not have a clear idea on where to begin with?







Sign up for the free online Capture your impact challenge

5 days, no more than 10 minutes a day, one practical action each day.

What you will get:

1. One email a day with a short video and a task
2. Downloadable worksheet