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Output from Laureus Global Summit workshop: Communicating and Measuring your impact.

The first half of the workshop consisted of a consensus workshop, using 'technology of participation' methodology.

We focused on the questions:

1. What are the characteristics of useful monitoring and evaluation?
2. What small/creative/PRACTICAL steps can we take to make monitoring and evaluation more useful?

The group's collective response is below.

Useful M&E is.....

	Improving the project/programmes	Credible - asks the right question & is transparent and accurate	External value	Easy (M&E)	Time frame	Consistency/uniformity of process-> comparable data	Cost effective	Cost & social impact
Useful M&E is.....	Feeding back to the project	Stories should match numbers	Optimises the standing of the organisation externally	Easy to implement (user, input, analysis)	Long term (repetitive)	consistent approach across sites/projects	Cost effective	Look at SROI (social return on investment)
	Can communicate to others what your organisation achieves/impact	Reliable, robust and transparent	Gets funding	Easy to use	short and long term	comparable and grounded	Affordable	Helps assess value for money/sroi
	Support development/decision making	Honest, accurate and truthful	(has) publicity value	Easy for target group and use in programme	Long term usage of the tool, but flexible	comparable		
	Tells me something I didn't know before	Correct reporting	makes the case	Simplicity leads to ownership	Ongoing	ongoing (regular) process		
	Involves the participants	Take different variables into account	easy to share (from a media point of view)	Simple to understand - what and why	Measureable, reviewed periodically			
	Fun and educational	Tell the good and the bad	disseminated and shared	Reports easy to understand/visual				
	Integrated in your organisation	Balance between objectivity and subjectivity	A tool of communication and fundraising	easy to undertake, collect and cost efficient				
	Can use to improve project	Honest	Helps communicate a story	simple and implementable in the field				
	Helps to find strengths and weaknesses of project	Asking the right questions to get legitimate results	Report to the founders/funders and stakeholders					
	Holistic - taking into account the whole organisation	Cultural/language/gender sensitivity						
	Checking logic of programmes to improve delivery	Transparency						
	Useful for all stakeholders	Quantitative & qualitative						
	bottom up/participatory/top down	Credible - (conducted by) 3rd party						
	relevant: relevant data for the improvement of the programme - not collecting data for the sake of it	Objectivity (as much as possible/sensitive to the limits of it)						
transparent								

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<i>Some small/creative/practical steps are...</i>	<i>Staff & volunteer workshops</i>	<i>Mix data and stories in publication</i>	<i>write a report!!</i>	<i>Make materials available online</i>	<i>Make a plan!</i>	<i>Work with other organisations on certain topics to share information</i>	<i>MYOB program print outs regularly</i>	<i># for cost per participant</i>
	<i>Attaching media files, drawings, videos as supporting evidence</i>	<i>Share your saddest and most embarrassing story each year!</i>	<i>understand and use social media</i>	<i>Jargon busing language</i>	<i>Create a manual for all to understand</i>	<i>dedicated M&E "police" ensuring it's planned, delivered, reported</i>	<i>Work with local universities</i>	
	<i>Diversity your data collection methods (photo, questionnaire, video)</i>	<i>Access many participants from different projects/sectors</i>	<i>Have a communication strategy</i>	<i>Set calendar reminders on field staff calendars</i>			<i>Do it together, not in isolation</i>	
	<i>How many members/leaders are aware of M&E activities</i>	<i>Use metaphors and mix methods (interviews, qualitative etc)</i>	<i>Ensure that marketing & M&E department connect well with each other</i>	<i>Phone based app sending info automatically to central processing</i>				
	<i>Ask yourself 'who are you doing this for'?</i>	<i>Knowledge of culture & language/sensitive translation</i>		<i>Work online</i>				
	<i>Social assistant implementation (visiting families, children's background)</i>	<i>Accept you are not perfect</i>		<i>Use clear language vs statistics and professional terms</i>				
				<i>Create infographics</i>				
				<i>Test those tools out with the children participating in your programme</i>				