

# PICTURES AND STORIES APPROACH TO EVALUATION



Visual Insights people learn from the organisations with whom we work, enabling us to tailor our service delivery to reflect the needs of our clients, ensuring that we establish effective partnerships and deliver results.

We build a strong outcomes evaluation approach through the provision of training services and support with visual tools as the centrepiece which facilitates:

- Evaluation capacity building
- Outcomes evidence base

## HOW we deliver evaluation capacity building

**1** We offer your organisation a tailored package of visual communication tools (including films, posters and slide presentation). Visual communication engages, upskills and empowers staff and organisations. This in turn, increases organisational confidence in understanding and communicating evaluation processes and results to stakeholders.

**2** We deliver customised, regular face-to-face workshops, facilitated by evaluation and communication professionals. In addition to facilitating the transfer of skills, which increases in-house evaluation ability and service delivery skills, these workshops strengthen communication and relationships between colleagues building a community of practice.

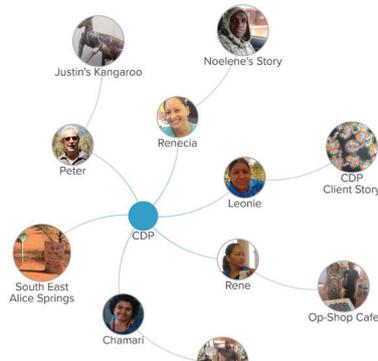
**3** We provide onsite and telephone coaching and online support for managers, team leaders and regional staff teams across the organisation. Coaching encourages learning, facilitates the establishment of a coalition of evaluation champions and identifies in house experience, resulting in sustained outcomes evaluation capacity.

**4** We provide reliable mentorship to key members of your staff team if and when it is needed for as long as it is needed. Our consistent focus is to reduce the reliance of your organisation on external expertise by fostering evaluation capability and independence.

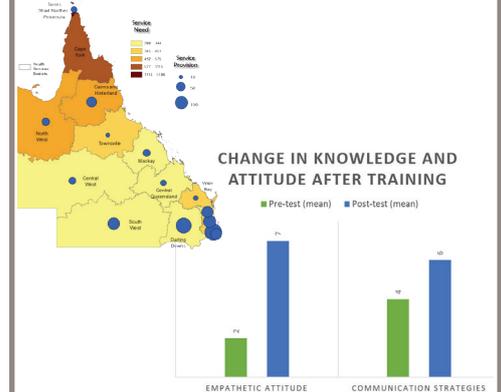
### VISUAL COMMUNICATION TOOLS



### VISUAL ONLINE TOOLS



### VISUAL DASHBOARD TOOLS



Our approach instils a culture of outcomes evidence base in your organisation

**A** We employ our technical expertise to advise organisations on how best to advance their infrastructure to support outcomes evaluation. This can be through supporting the development of policy and procedures, staff induction and training and database and IT requirements and adjustments.

**B** We give expert guidance on collecting sound qualitative and quantitative evaluation data to establish an organisational evidence base framework.

**C** We create visual online systems tools that support story sharing across the organisation, contributing to outcome evaluation and community of practice reflections.

**D** We generate visual dashboard tools that support staff engagement and quantitative outcome data reporting, learning and reflection.

# THE STAGES of a VIP outcomes framework

The Visual Insights approach to capacity building for outcomes evaluation involves three stages:

## 1 Diagnosing and progressing organisational readiness for building an outcomes evaluation culture. This stage has a focus on managers and may include:

- Participation in public workshops, to access the tools and skills necessary to self-assess the readiness of their organisation, and prepare their organisation for outcomes evaluation.
- A tailored package of readiness assessment initiatives including administration of customised diagnostic tools for readiness assessment, provision of a readiness plan and strategy report with specific action-steps tailored to the organisation.
- Coaching (one-on-one and small groups) to guide the implementation of outcomes evaluation readiness strategies.
- Interim reports on readiness with revised strategies.
- Identification and presentation of an initial draft customised outcomes evaluation framework and a staged plan.
- Review of organisational strategic planning (including vision, mission and goals) to ensure it articulates the organisation's "why", a clear direction and difference visioned for stakeholders.



## 2 Tailored change process to successful outcomes evaluation. This is at the heart of building organisational capacity in outcomes evaluation and implementing an outcomes evidence base. It includes:

- A customised communication package that translates outcomes evaluation into organisational language.
- A series of face-to-face workshops, onsite, telephone and online coaching, mentoring and support for managers and staff teams based on the draft outcomes evaluation framework.
- Continued collaborative development of an outcomes framework and refinement, staged, realistic evaluation plan.
- Identification of customised pictures and stories outcome methods (qualitative and quantitative).
- Development of theories of change and other outcomes frameworks and planning tools such as Program Logics.
- Technical assistance with the infrastructure advancement required to establish an outcomes evidence base.
- Customised online systems tools for sharing evaluation stories and visualising outcome indicator data.



## 3 Supporting a strong culture of outcomes evaluation and guiding the successful implementation of outcomes measurement and use of outcomes evidence. Our goal is for organisations to:

- Achieve and maintain a sound evaluation system; and
- Have sustained capacity to collect, manage and use rigorous outcomes evidence to demonstrate the 'difference you are making' whilst consistently learning and strategizing 'how we can do it better'.
  - Visual Insights People recognise that there are times in this stage where additional evaluative expertise is required. We are always on hand to provide independent technical experience and guidance when required.

