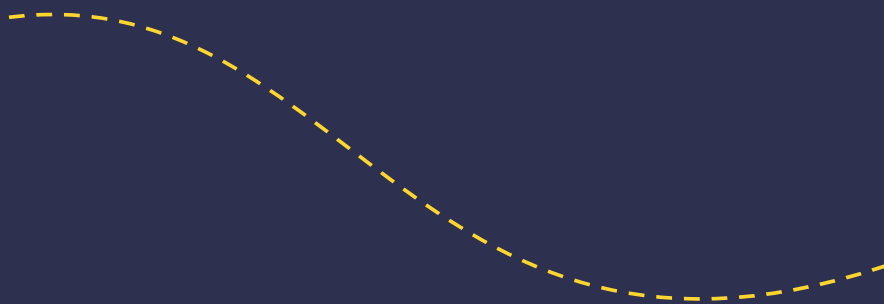


Evaluating outcomes in an advice context: use of OutNav

Dr Ailsa Cook

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MATTER OF FOCUS



We are a purpose-led company and certified B Corporation on a mission to help organisations understand and track the difference they make



- We help organisations to understand and work meaningfully with the outcomes and impacts that matter to them
- We support them to use data and evidence effectively bringing tools and techniques they can use to track change
- We offer software and consultancy support

Some of our clients



Technoleg Iechyd Cymru
Health Technology Wales



Social Care Wales



5. 1. Support people to improve wellbeing

Pathway progress

	Great Progress	Some Progress	No Progress
High Confidence			
Some Confidence			
Low Confidence			

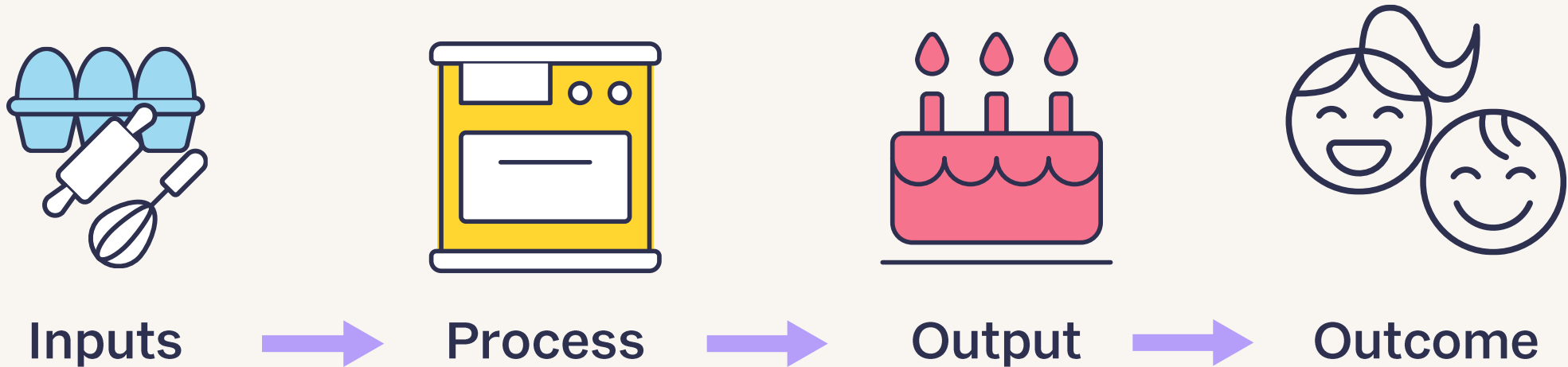
What we do	Who with	How they feel	What they learn and gain	What they do differently	What difference does this make?
Have good conversations with people about factors impacting on their wellbeing and what they can do to change Progress: Great Confidence: High	People experiencing poor health and wellbeing Progress: Great Confidence: Some	This is a good conversation and I feel ready to make a change Progress: Great Confidence: Some	People know what matters to them and have the knowledge, confidence, skills to change Progress: Great Confidence: High	People make changes and actively manage their wellbeing Progress: Great Confidence: Some	People have improved wellbeing Progress: Some Confidence: Low
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Getting to grips with outcomes

What are outcomes?

Outcomes are commonly defined as the end result of an intervention



Different levels of outcomes

Population

What we want for people

Programme

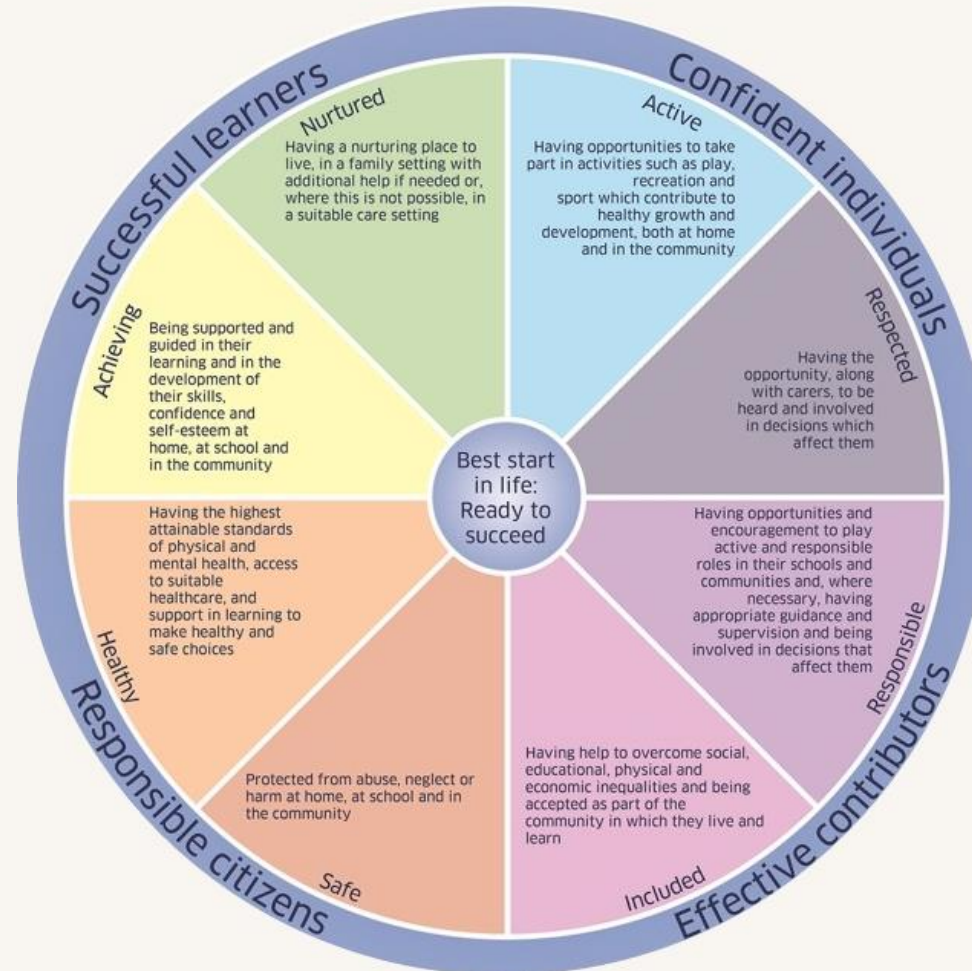
The change we hope to see through our work

Personal

The change I want in my life

Why are they so hard to evaluate?

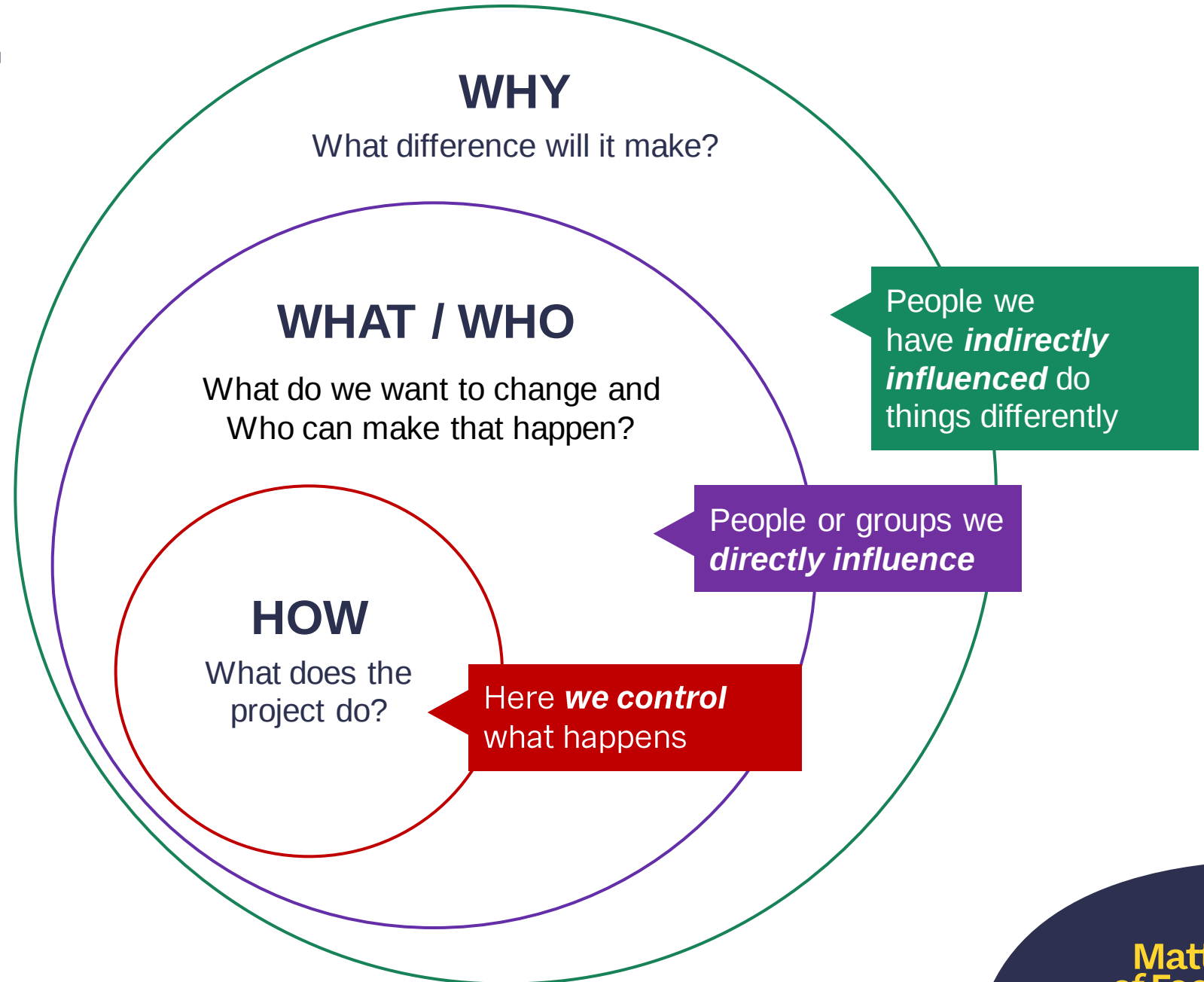
What matters to people is hard to measure



Multiple factors influence change

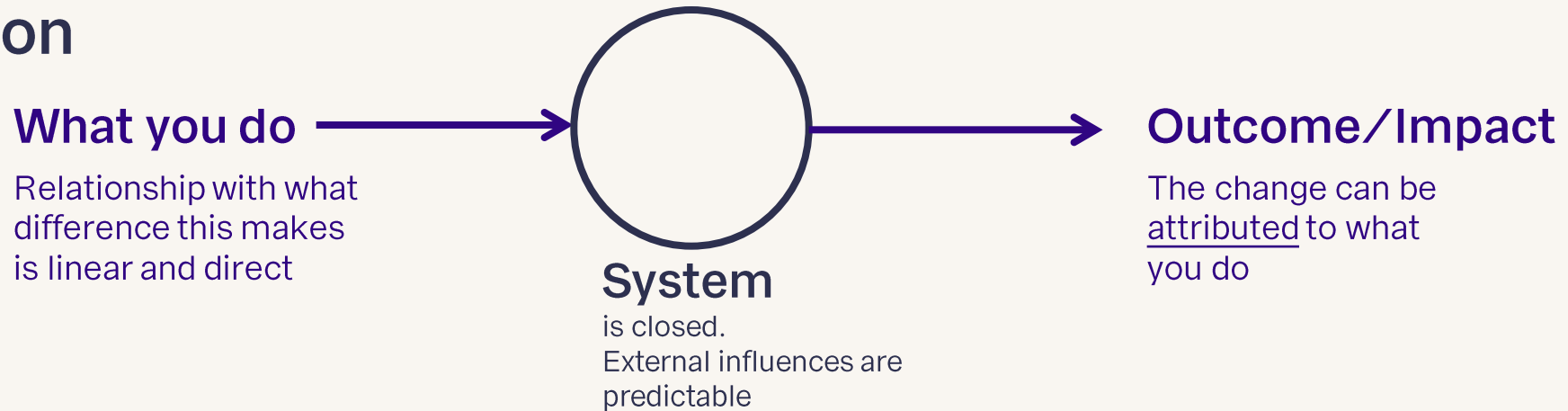


What is your sphere of influence?

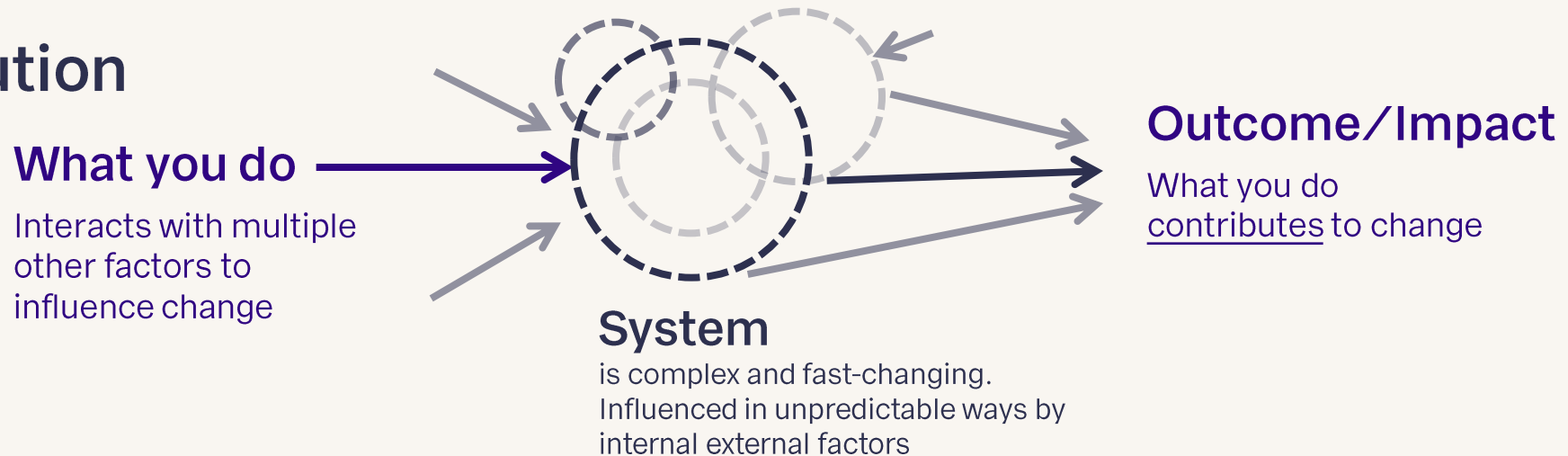


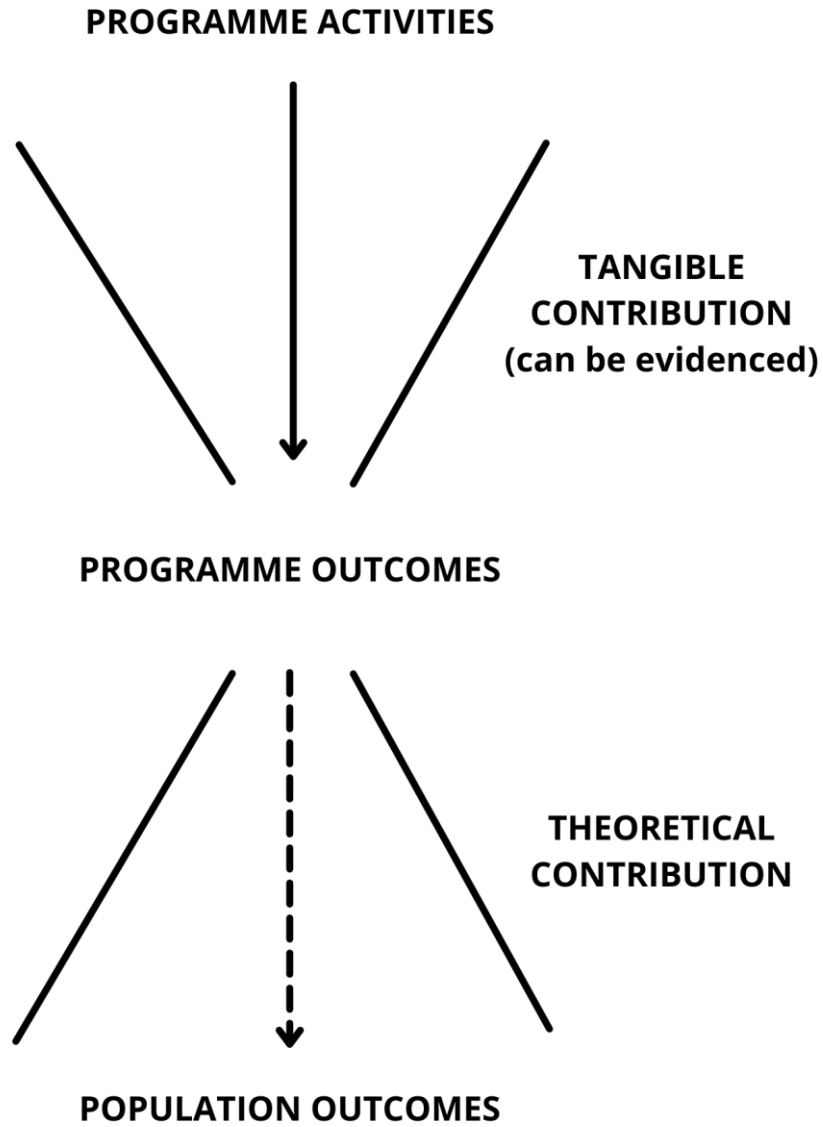
The concept of contribution

Attribution



Contribution

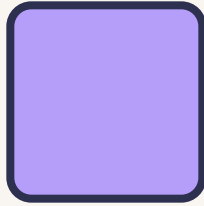




Connecting programme activities to population outcomes

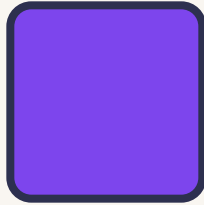
Matter of Focus approach and OutNav

Matter of Focus process



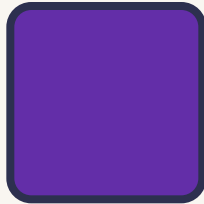
Map context and outcomes

Map the outcomes that matter to the initiative and how they are influenced by context



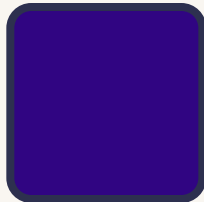
Audit evidence and develop plan

How will you know your project is working and how will you get this evidence?



Track progress

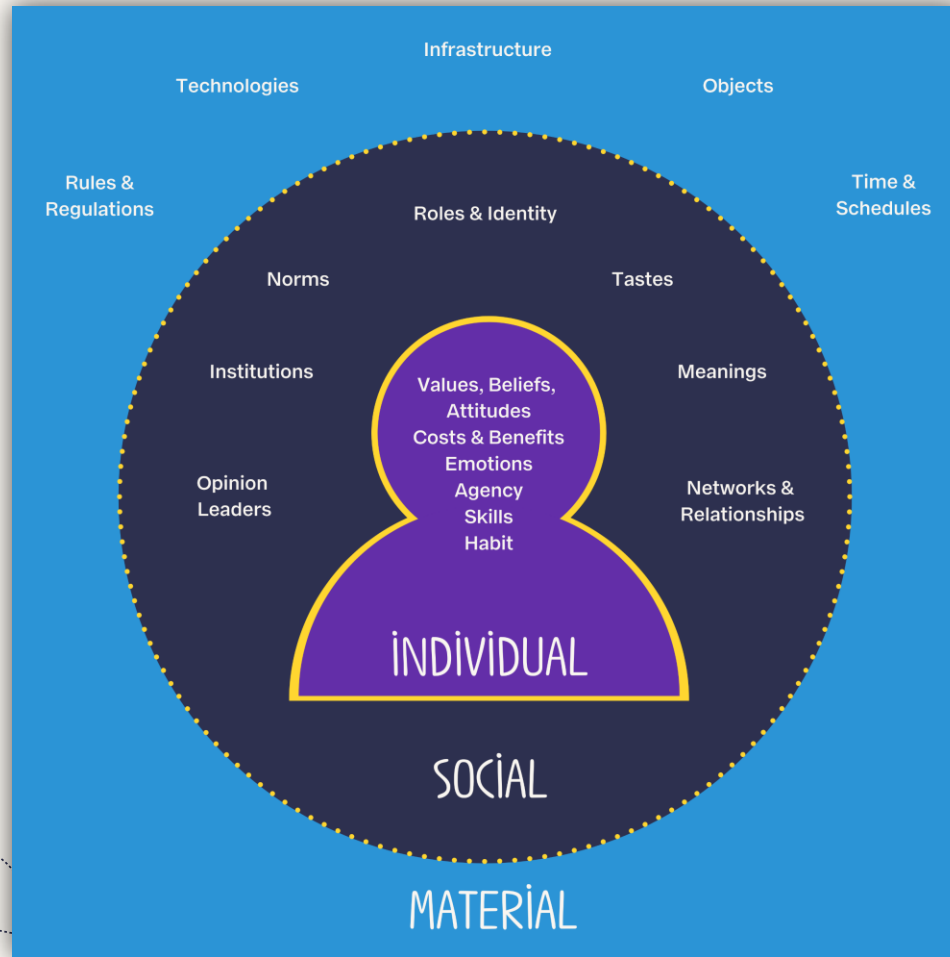
Bring together data and information to assess how well the programme is progressing to outcomes



Ongoing discussion, reflection, analysis and reporting

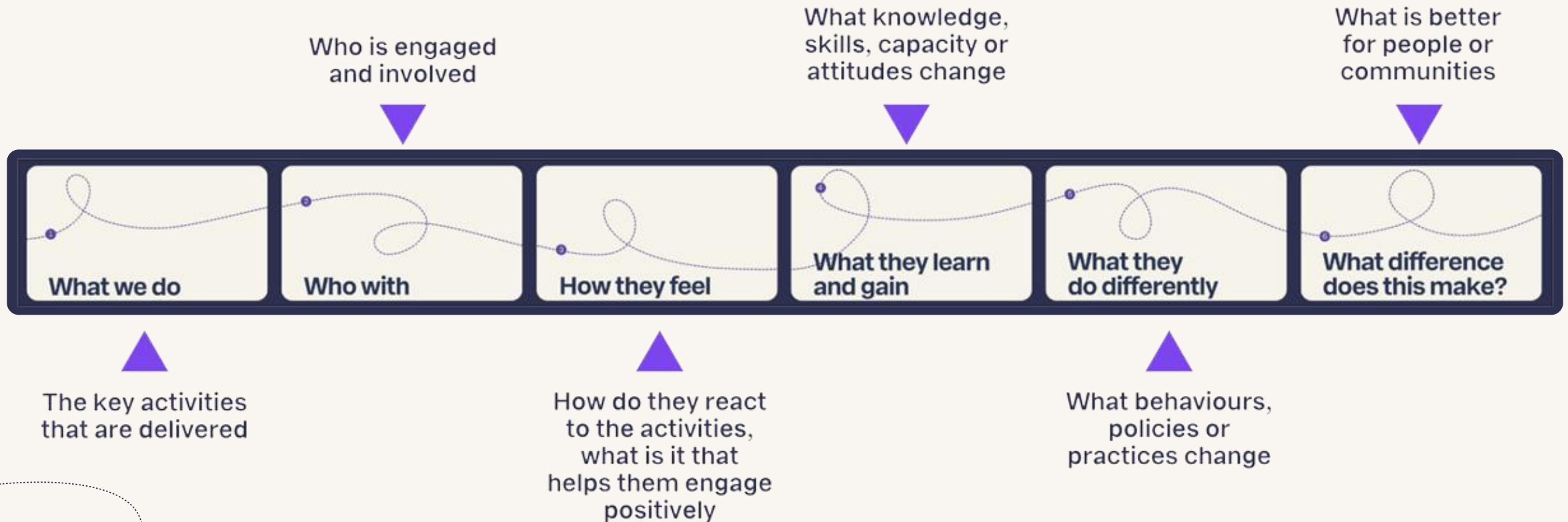
Embed learning to improve the project

Map context

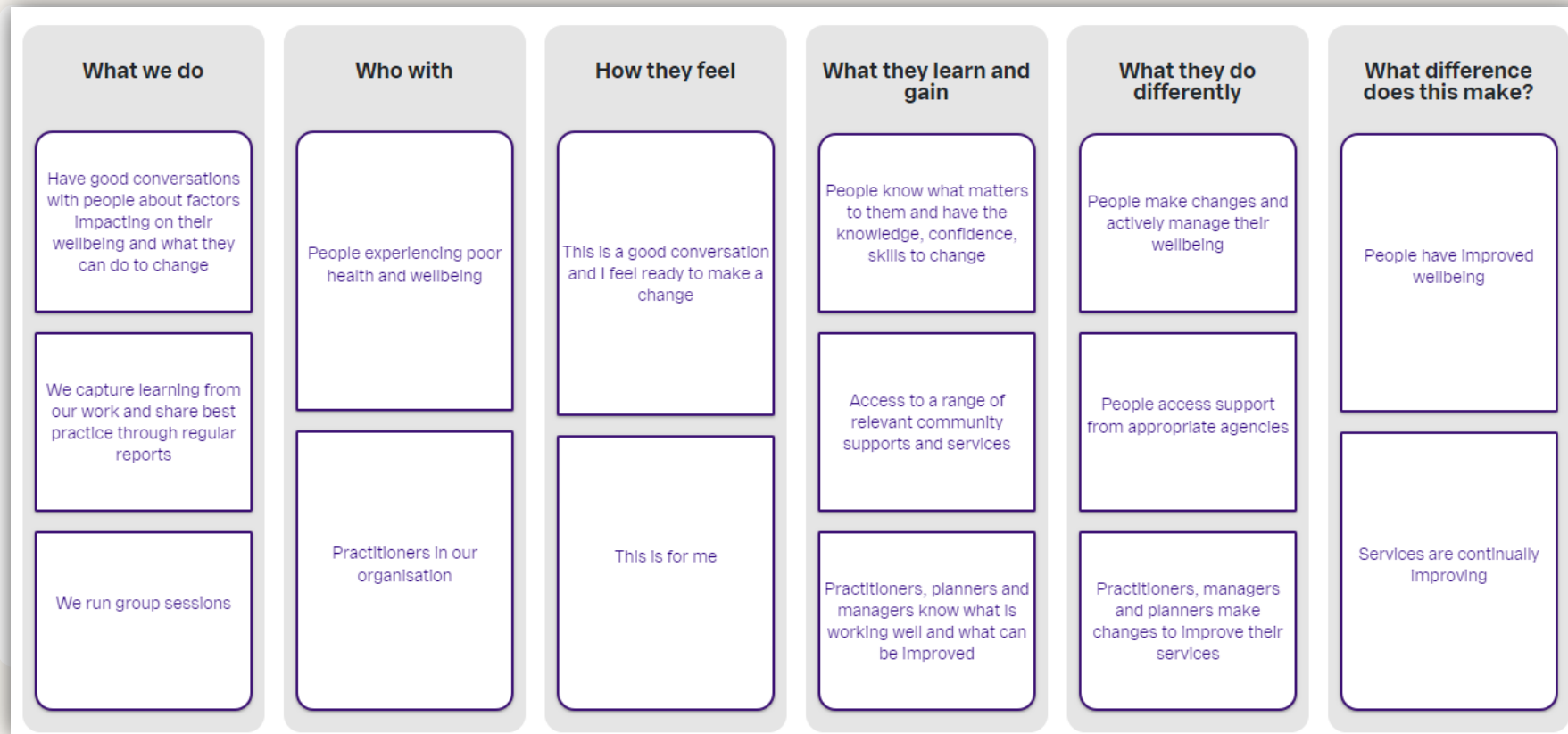


Understand how factors outside your project help and hinder your contribution to outcomes.

Mapping your contribution to outcomes



Example outcome map



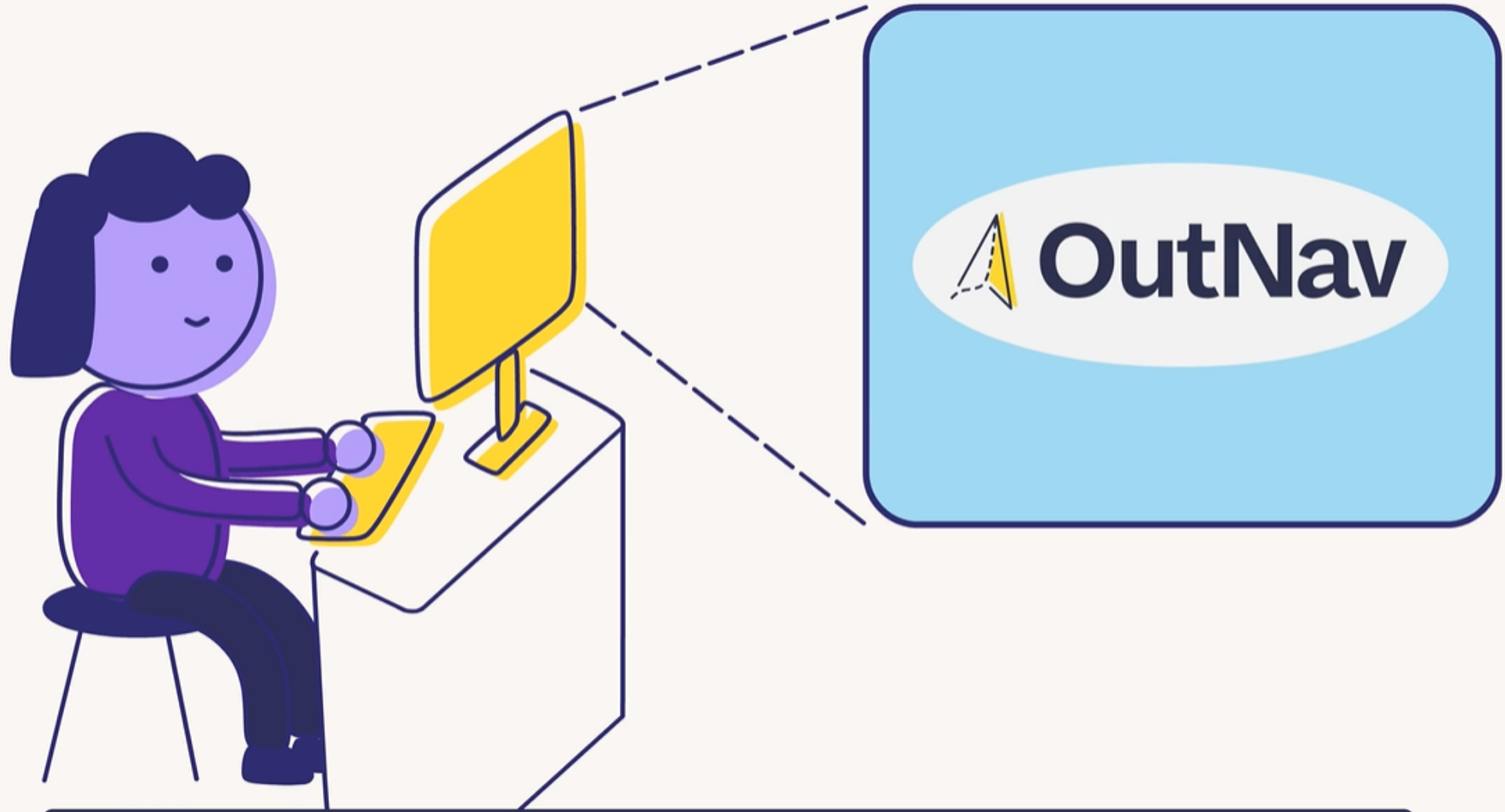
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Our approach is backed up by our bespoke impact and outcome tracking software OutNav,

Evidencing the contribution of advice services

- Show your process
 - Development, innovation and delivery
- Focus evidence gathering on the outcomes you have most influence over
 - What people learn and gain
- Include wider work you do to change the system
- Tell the story of how your work contributes to national / strategic outcomes

THANK YOU!

Let's keep the conversation going:



www.matter-of-focus.com



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[.../company/matter-of-focus](https://www.linkedin.com/company/matter-of-focus)



info@matter-of-focus.com



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Feedback matters!

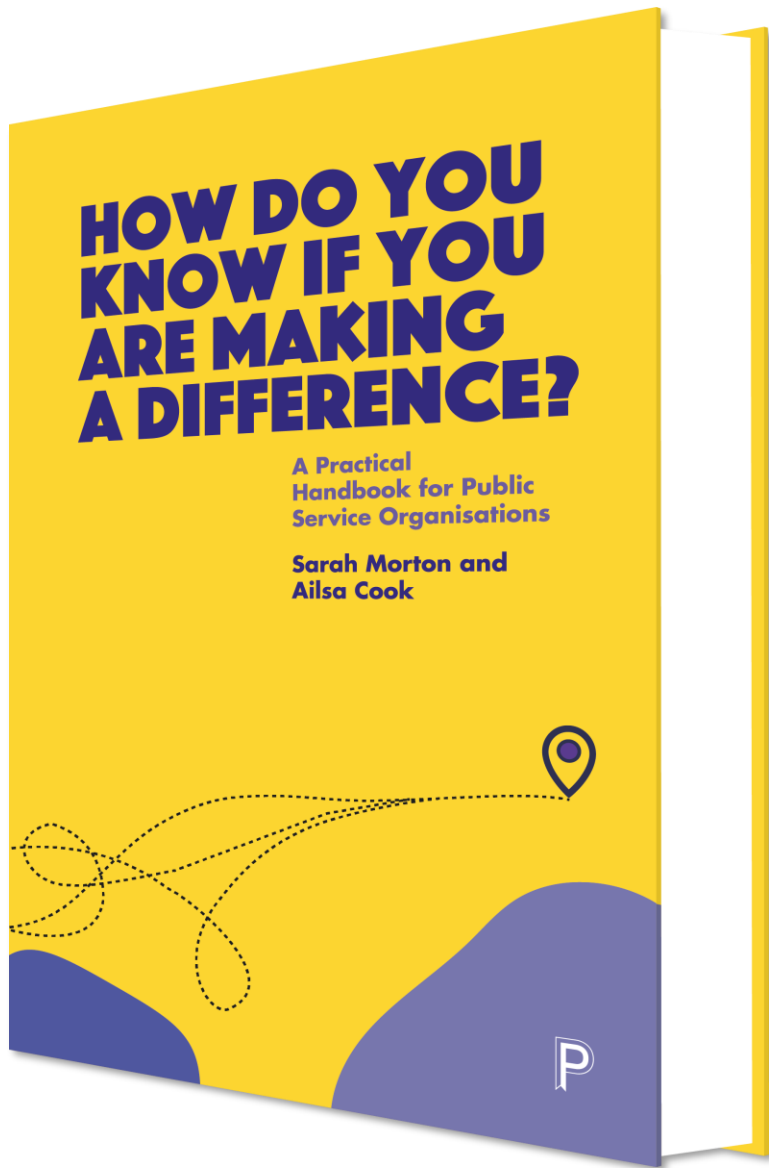
Thanks for watching on catch up.

We'd love to receive
your feedback, too!



Scan the QR code with your phone to let us know:

REPLACE QR CODE



www.matter-of-focus.com/handbook