

# HOW DO YOU KNOW YOU ARE MAKING A DIFFERENCE?

**What we have learned from working with 150+ organisations**

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Co-founders and Directors Matter of Focus

# 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



## 5. 1. Support people to improve wellbeing

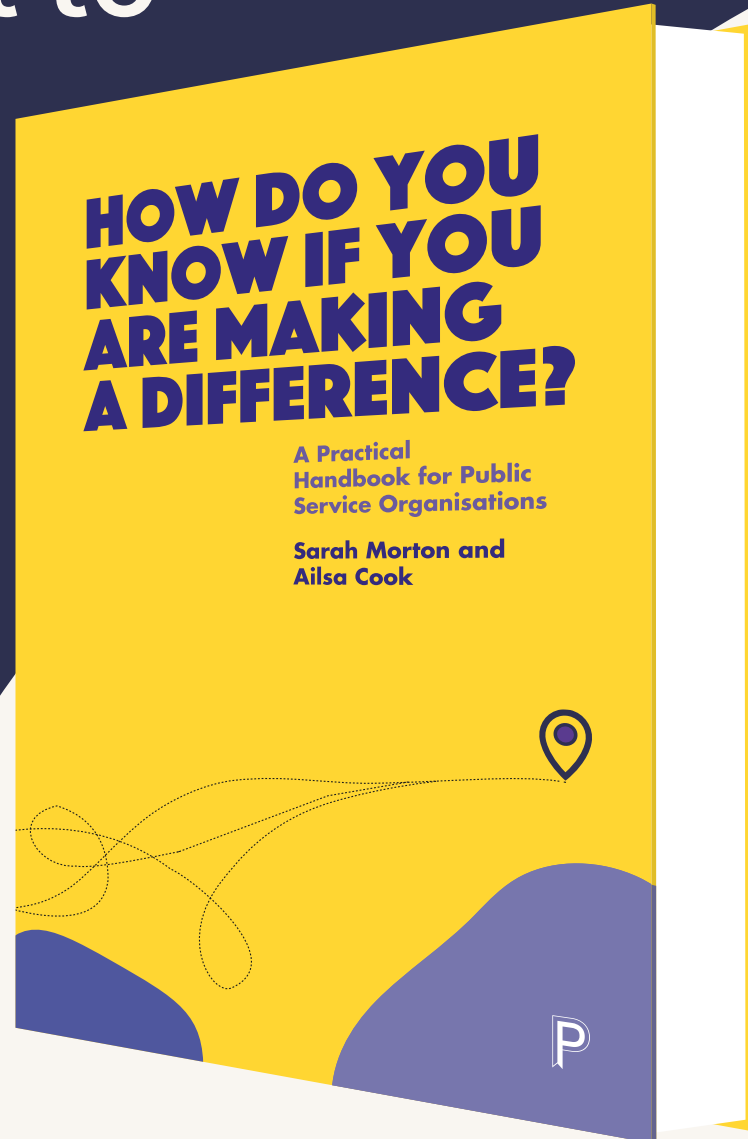
### Pathway progress

|                 | Great Progress | Some Progress | No Progress |
|-----------------|----------------|---------------|-------------|
| High Confidence | <div></div>    | <div></div>   | <div></div> |
| Some Confidence | <div></div>    | <div></div>   | <div></div> |
| Low Confidence  | <div></div>    | <div></div>   | <div></div> |

| What we do   | Who with   | How they feel  | What they learn and gain   | What they do differently   | What difference does this make?   |
|--|--|--|--|--|---|
| <p>Have good conversations with people about factors impacting on their wellbeing and what they can do to change</p> <p><b>Progress: Great</b><br/><b>Confidence: High</b></p> | <p>People experiencing poor health and wellbeing</p> <p><b>Progress: Great</b><br/><b>Confidence: Some</b></p> | <p>This is a good conversation and I feel ready to make a change</p> <p><b>Progress: Great</b><br/><b>Confidence: Some</b></p> | <p>People know what matters to them and have the knowledge, confidence, skills to change</p> <p><b>Progress: Great</b><br/><b>Confidence: High</b></p> | <p>People make changes and actively manage their wellbeing</p> <p><b>Progress: Great</b><br/><b>Confidence: Some</b></p> | <p>People have improved wellbeing</p> <p><b>Progress: Some</b><br/><b>Confidence: Low</b></p>       |
| <p>We run group sessions</p> <p><b>Progress: Great</b><br/><b>Confidence: High</b></p>   |  | <p>This is for me</p> <p><b>Progress: Some</b><br/><b>Confidence: Some</b></p>   | <p>Access to a range of relevant community supports and services</p> <p><b>Progress: Great</b><br/><b>Confidence: Low</b></p>                          | <p>People access support from appropriate agencies</p> <p><b>Progress: No</b><br/><b>Confidence: Some</b></p>            | <p>Services are used more appropriately</p> <p><b>Progress: Some</b><br/><b>Confidence: Low</b></p> |



# What we want to share today



# Meet Jo



# Shift in thinking

## OLD

Rigid public services

See change as simple

Accountable for  
delivering outcomes

What works

Data for performance  
management

## NEW

Responsive, flexible public  
services

See change as complex

Highlight the contribution  
to outcomes

How, when and why things work

Data for learning and  
improvement, and making  
the case

# OUR APPROACH

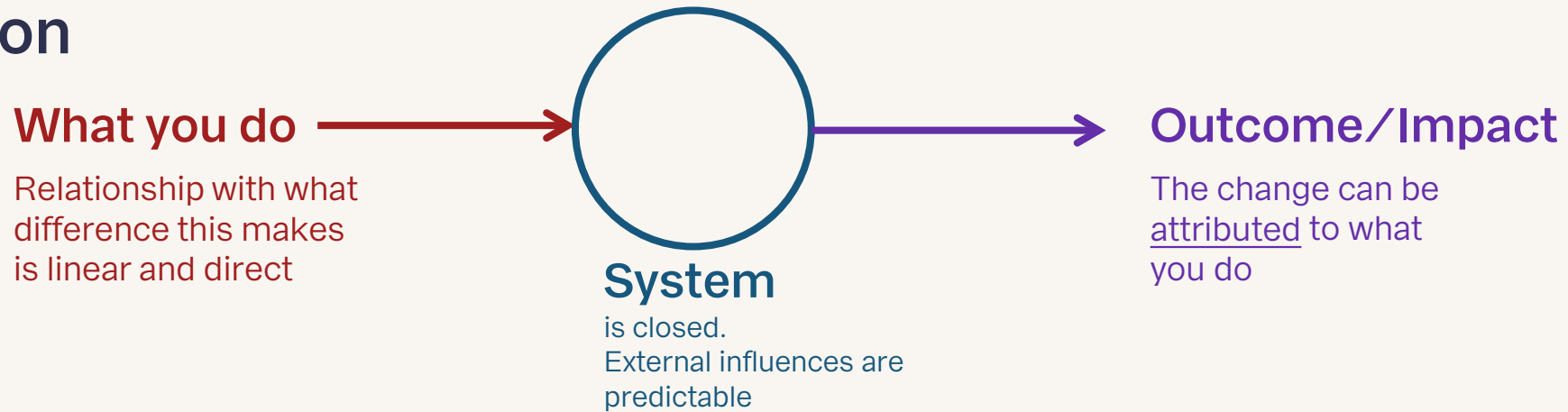


# Multiple factors influence change

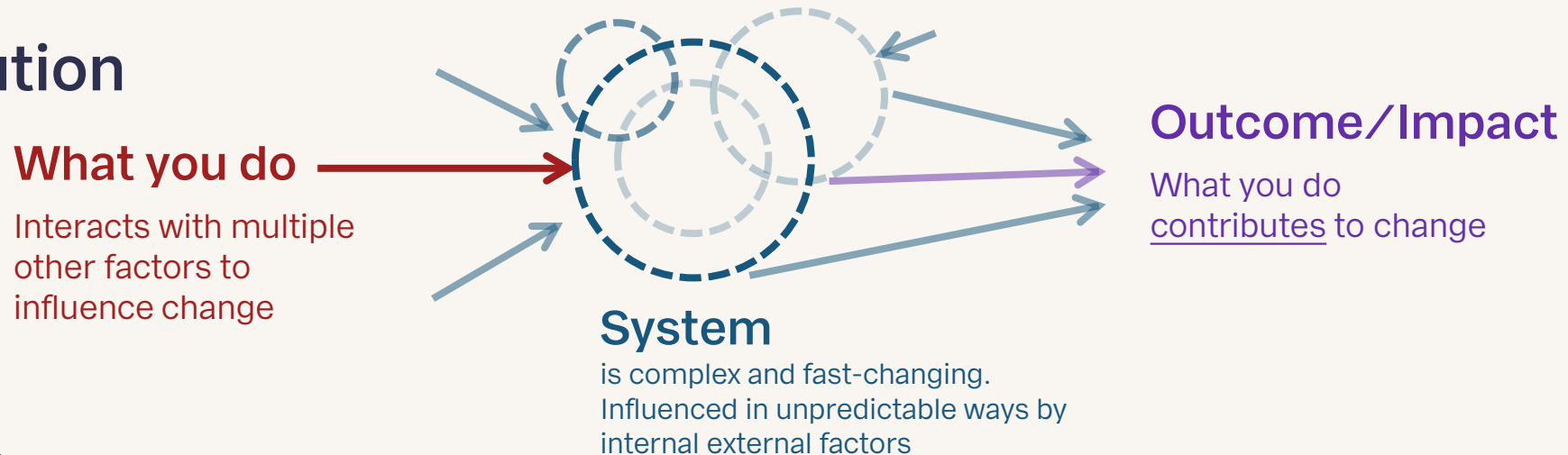


# The concept of contribution

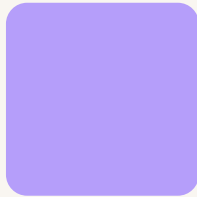
## Attribution



## Contribution



# Matter of Focus process



## **Map context and outcomes**

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



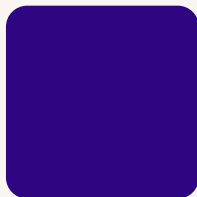
## **Audit evidence and develop plan**

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

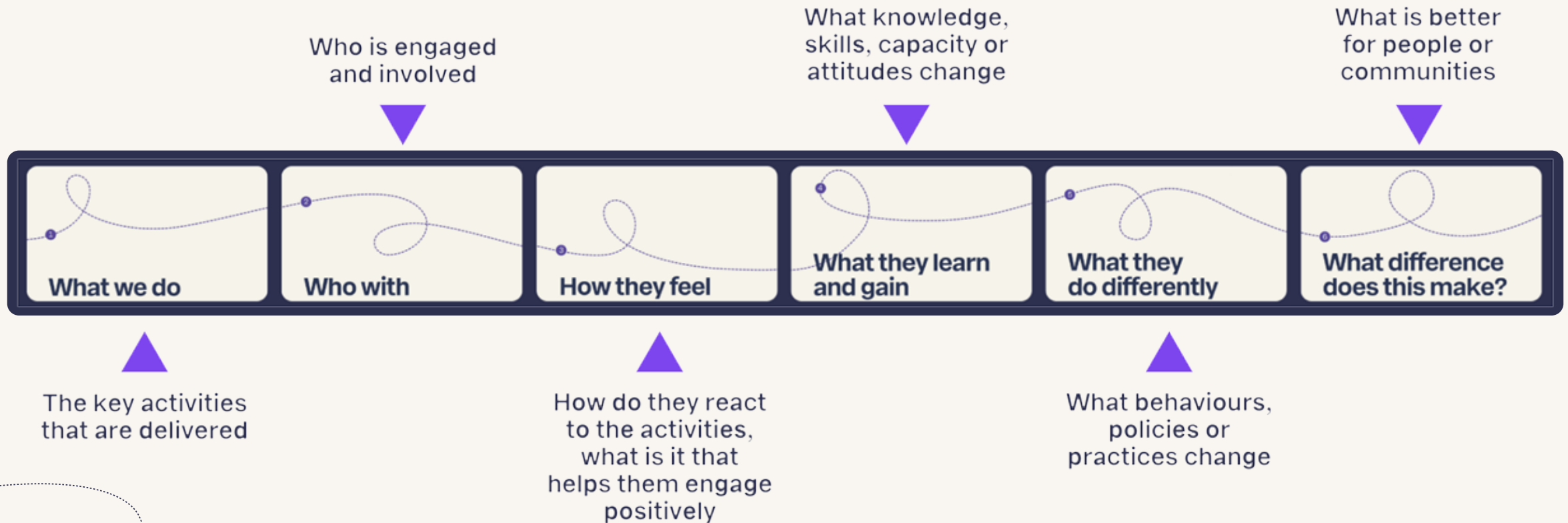


## **Ongoing discussion, reflection, analysis and reporting**

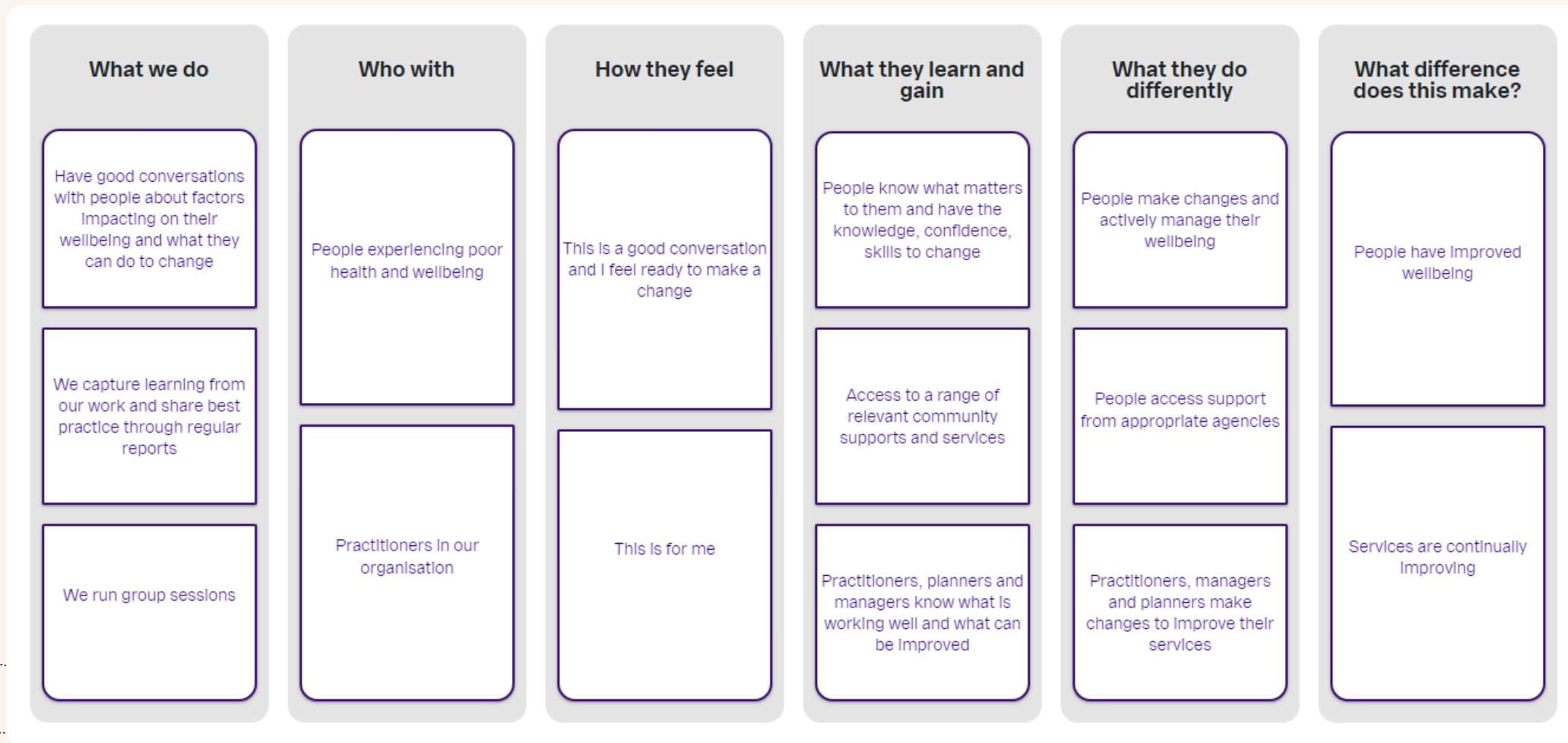
Embed learning to improve the project

# OUR APPROACH IN ACTION

# Outcome mapping



# Outcome map



# Making Children's Rights Real



**Policy** - policy adaptation, coordination, administrative integration and budgetary consideration



**Capacity** - building cross-sector capacity and capability to integrate rights-based ways of working



**Culture** - changing attitudes, norms, values and everyday actions



**Empowerment** - ensuring a system of information, advocacy, complaints, redress and effective remedy for children and young people

[www.ed.ac.uk/sites/default/files/atoms/files/cys-theory-of-change-summary-june-2022.pdf](http://www.ed.ac.uk/sites/default/files/atoms/files/cys-theory-of-change-summary-june-2022.pdf)

# Track and Evidence Progress

| 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<br><b>Progress: Great</b><br><b>Confidence: High</b> | People experiencing poor health and wellbeing<br><b>Progress: Great</b><br><b>Confidence: High</b> | This is a good conversation and I feel ready to make a change<br><b>Progress: Great</b><br><b>Confidence: Some</b> | People know what matters to them and have the knowledge, confidence, skills to change<br><b>Progress: Great</b><br><b>Confidence: Some</b>  | People make changes and actively manage their wellbeing<br><b>Progress: Great</b><br><b>Confidence: Low</b>                   | People have Improved wellbeing<br><b>Progress: Some</b><br><b>Confidence: Some</b>    |
| We capture learning from our work and share best practice through regular reports<br><b>Progress: Great</b><br><b>Confidence: High</b>                             |  |  | Access to a range of relevant community supports and services<br><b>Progress: Great</b><br><b>Confidence: High</b>                          | People access support from appropriate agencies<br><b>Progress: Some</b><br><b>Confidence: Low</b>                            |   |
| We run group sessions<br><b>Progress: Some</b><br><b>Confidence: Low</b>   | Practitioners in our organisation<br><b>Progress: Some</b><br><b>Confidence: Some</b>              | This is for me<br><b>Progress: Great</b><br><b>Confidence: Low</b>   | Practitioners, planners and managers know what is working well and what can be improved<br><b>Progress: Some</b><br><b>Confidence: High</b> | Practitioners, managers and planners make changes to improve their services<br><b>Progress: Low</b><br><b>Confidence: Low</b> | Services are continually improving<br><b>Progress: Low</b><br><b>Confidence: Some</b> |



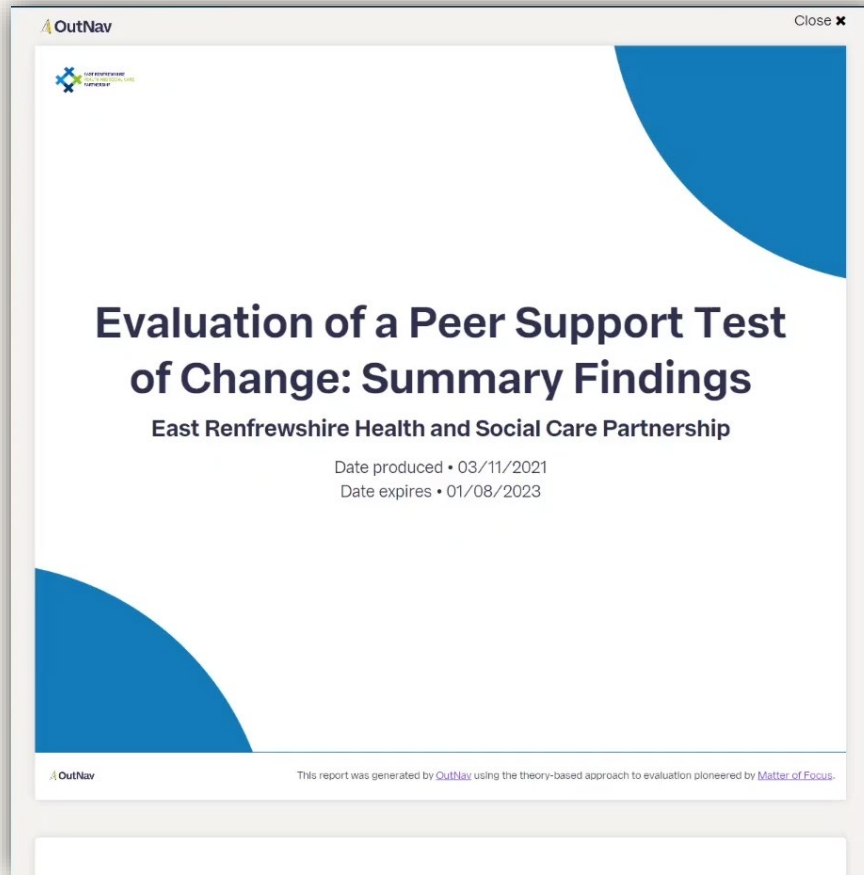
# Transforming Local Systems Pathfinders



Digital Health  
& Care Scotland



# Report



## East Renfrewshire Health and Social Care Partnership

View online: <http://bit.ly/3VgWilu>

# Health Technology Wales



# WHAT WE HAVE LEARNED

# Data culture matters

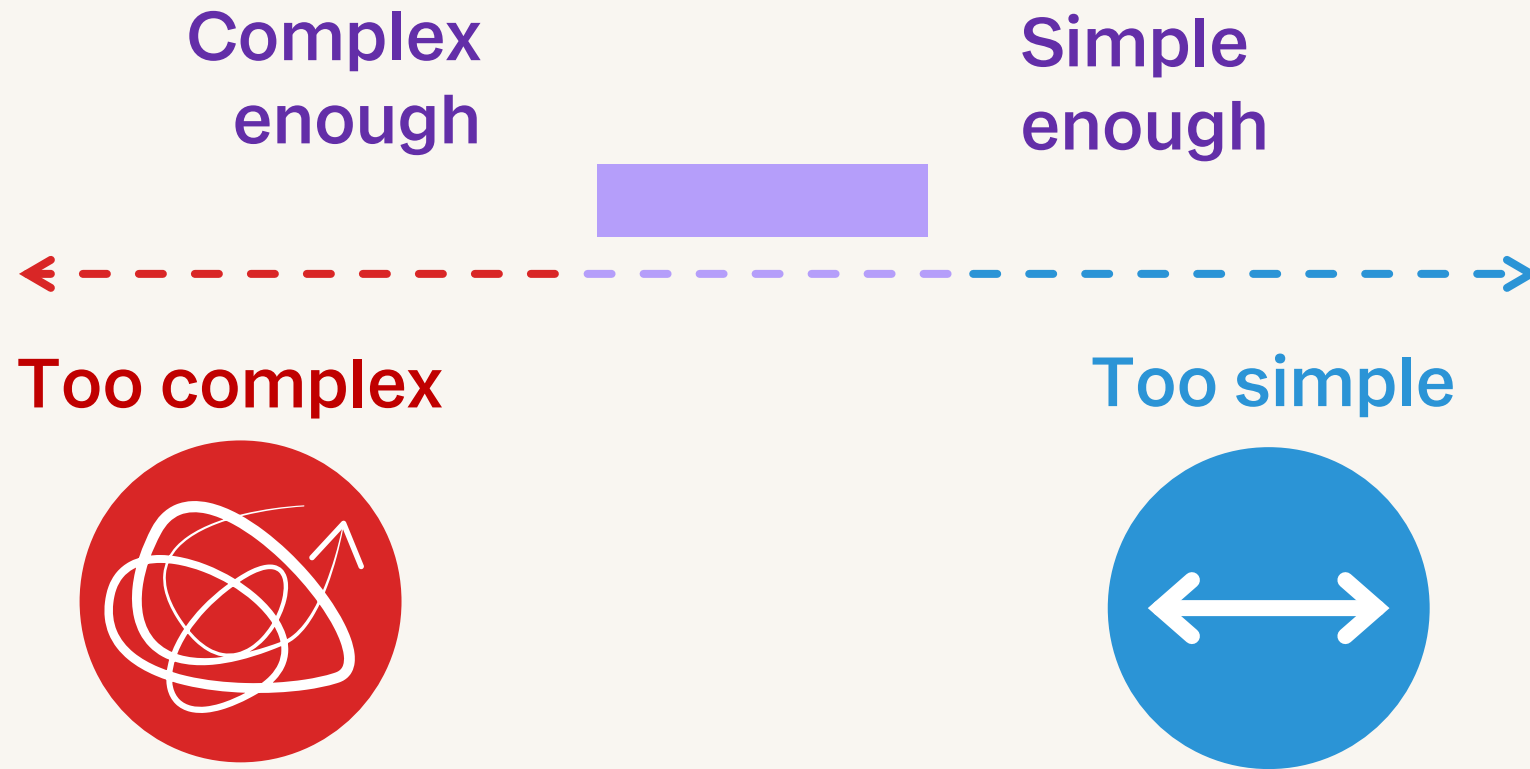
## Data cultures spectrum



# Make space for sensemaking



# Navigating complexity





# How does this help Jo?

- Highlights their contribution
- Demonstrates partnership working
- Build's better data infrastructure
- Congruence in data collection
- Staff feel valued
- Can report in outcome-focused way









# How does this help respond to the current challenges?

- ✓ Get and maintain funding
- ✓ Make better decisions
- ✓ Bring people with you
- ✓ Make work meaningful despite the current stresses
- ✓ Be more influential
- ✓ Make sense of a fast-changing environment

# THANK YOU!

## Let's keep the conversation going:

-  [www.matter-of-focus.com](http://www.matter-of-focus.com)
-  [@matter\\_of\\_focus](https://twitter.com/matter_of_focus)
-  [.../company/matter-of-focus](https://www.linkedin.com/company/matter-of-focus)
-  [info@matter-of-focus.com](mailto:info@matter-of-focus.com)

 [www.matter-of-focus.com/signup](http://www.matter-of-focus.com/signup)

