

Focusing on what matters: learning from experience

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 @ailsacook

Our Vision

As a society we focus on what matters to people

Scottish National Outcomes Framework

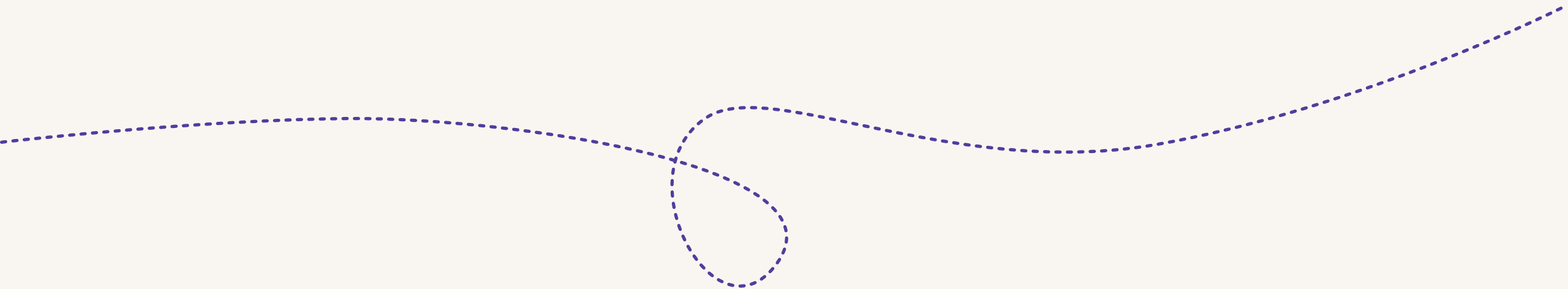


Our Vision

Our public service system empowers and supports organisations and individuals to focus on what matters

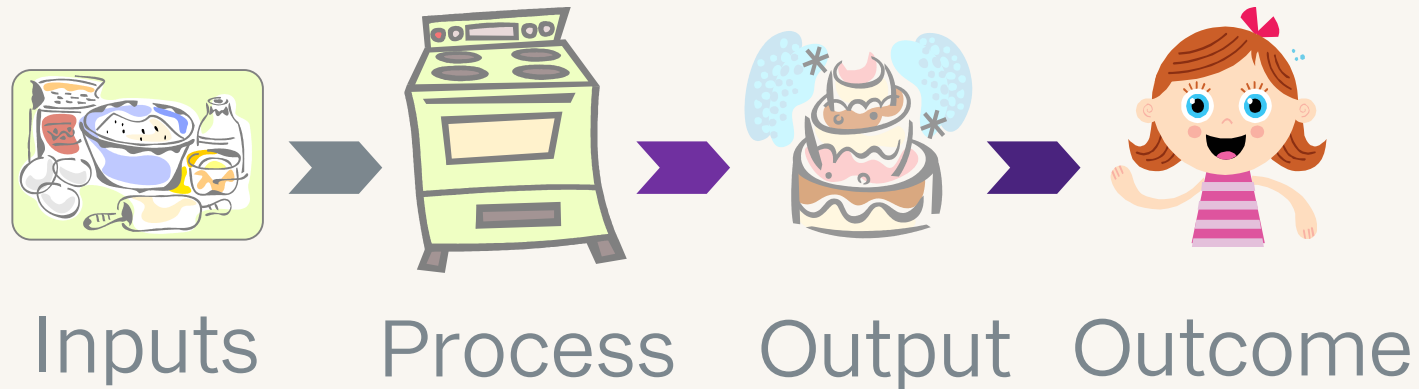
In this presentation...

- Outcomes as a framework for action
- System challenges
- Our response



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

Focus on outcomes - framework for action

- Vision of where we want to get to
- Plan of how we can work together
- Way to check on progress - flex as required
- Reflect on the process and share and embed our learning



Putting outcomes into action

- Is the practice of many organisations
- A practical and effective way of working
 - Satisfying and enjoyable
 - Realistic
 - Puts people front and centre
 - Values the unique skills, expertise and judgement of those who make the change
 - Recognises the contribution of everyone involved





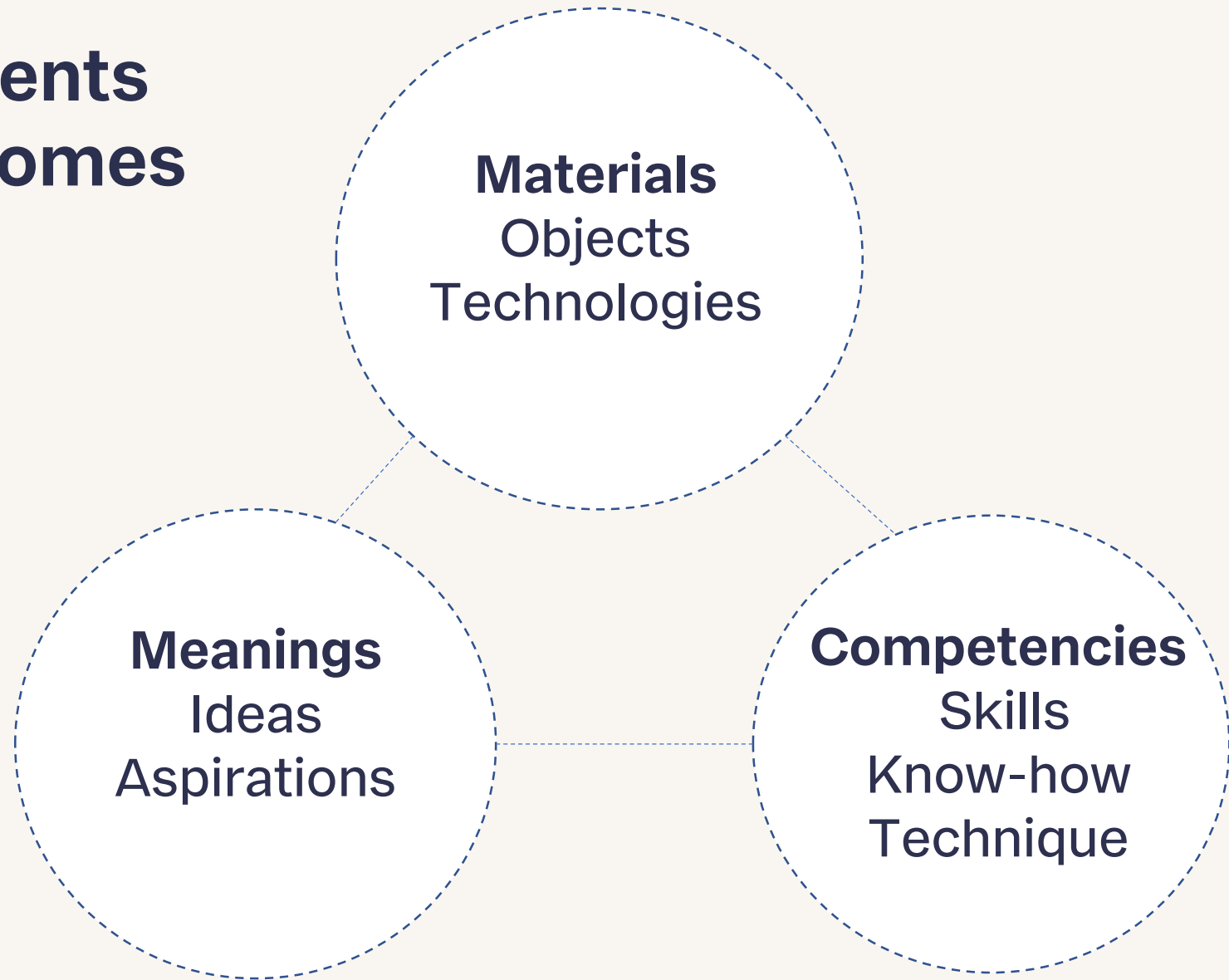
In many cases...

People put outcomes into action despite the system, not because of it

Why is this?

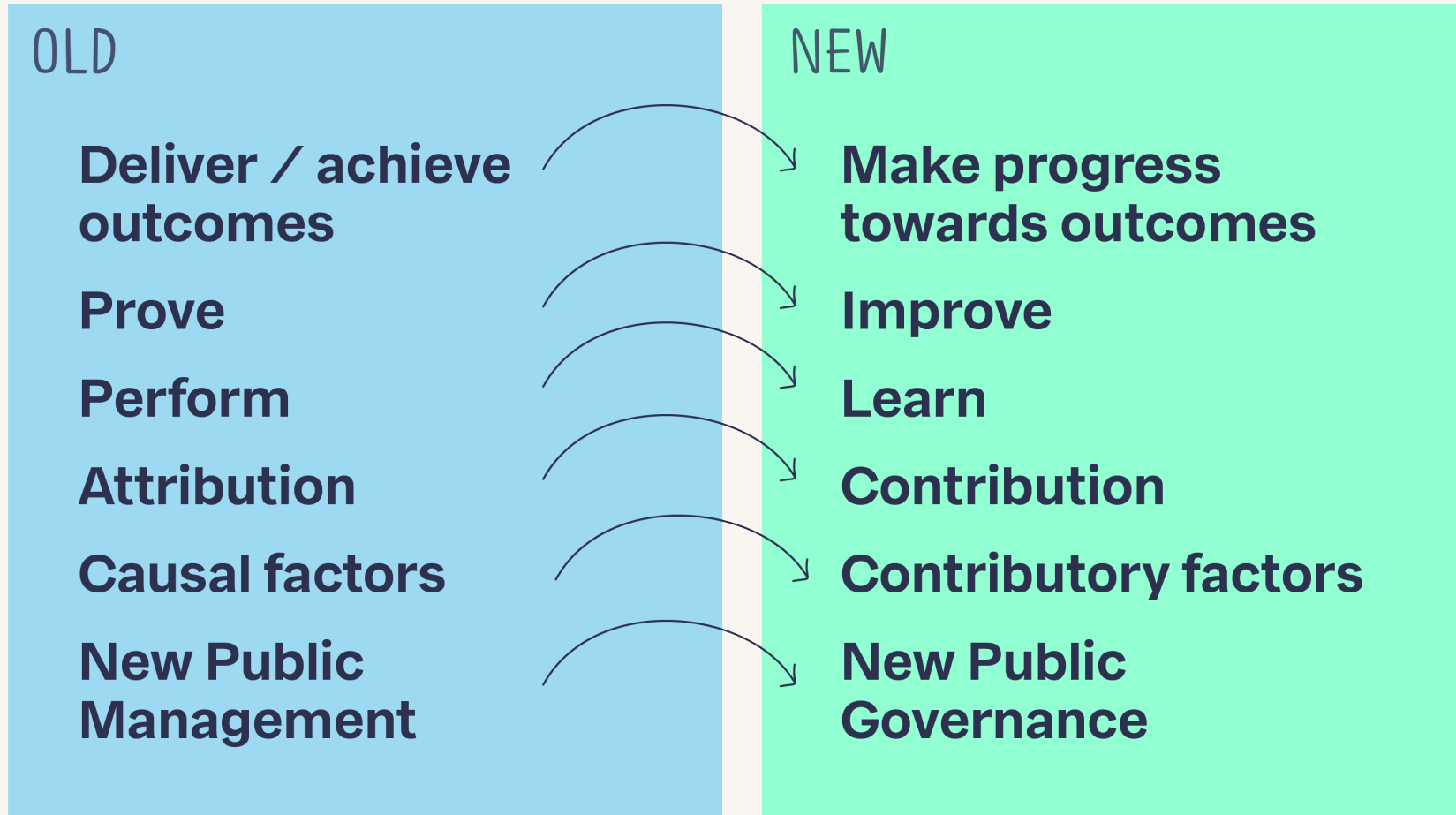


Three requirements for putting outcomes into action

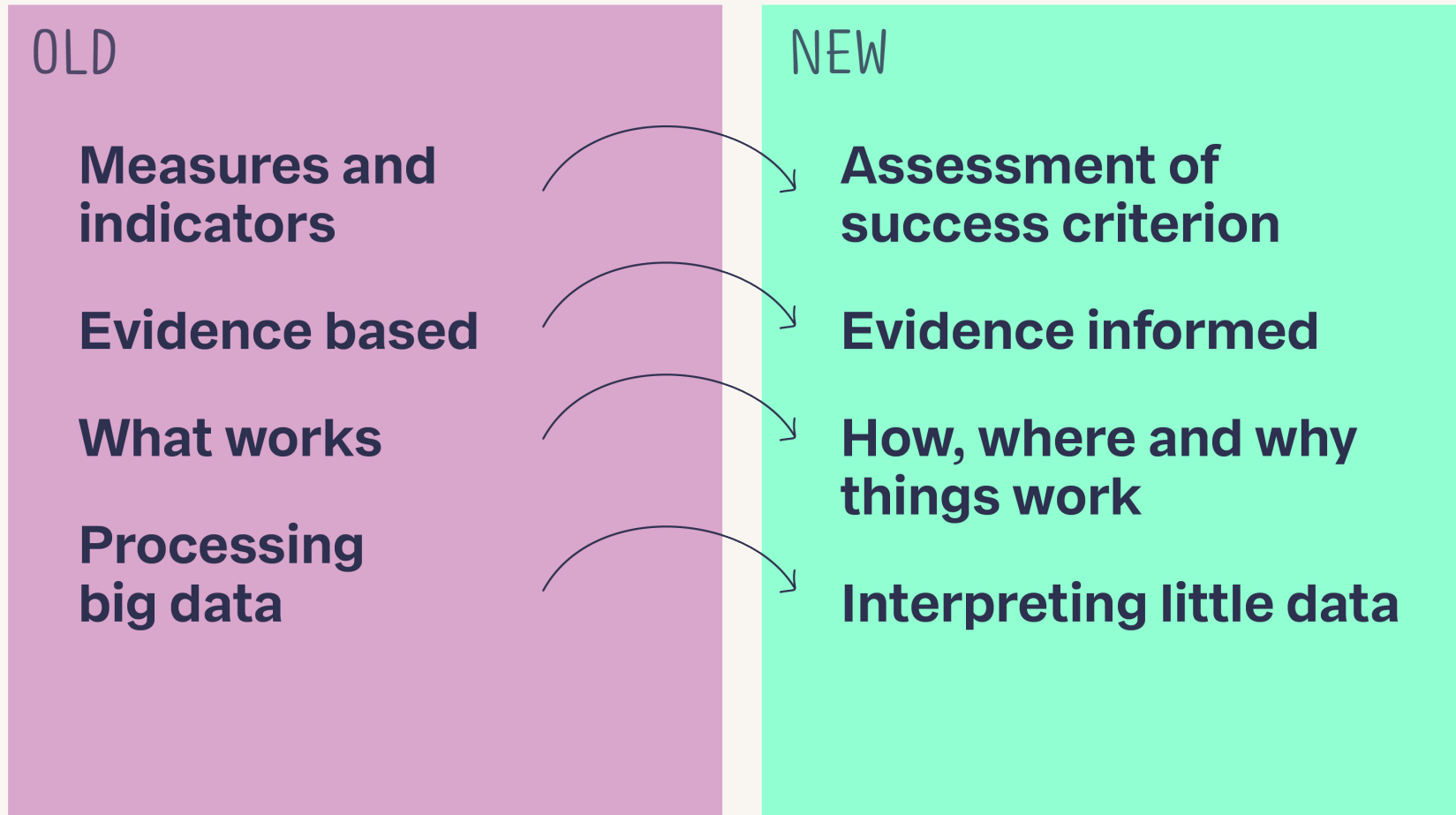


After Shove et al (2012)

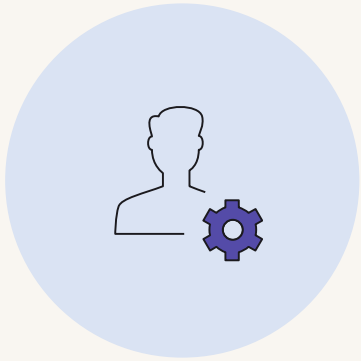
Meanings: A new paradigm for outcomes



Meanings: A new paradigm for evidence



Competencies and skills



For leaders

Outcome based working
Understanding and skills in evidence use
Communication and story telling



For everyone

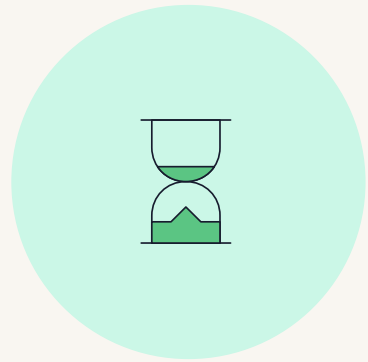
Critical reflection and analysis
Listening and recording
Ability to respond and change based on feedback



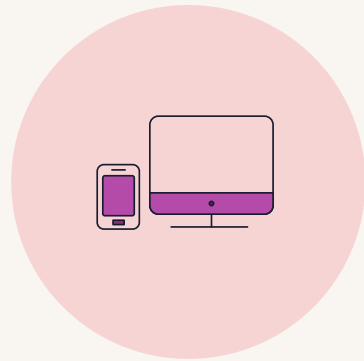
For data and evidence people

Project management
Qualitative and quantitative analysis
Evidence to action

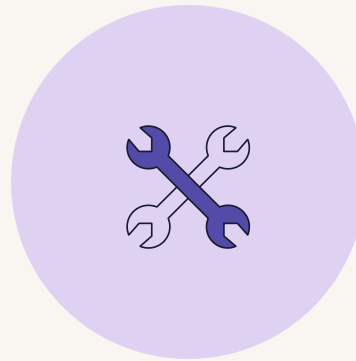
Materials for an outcome focused system



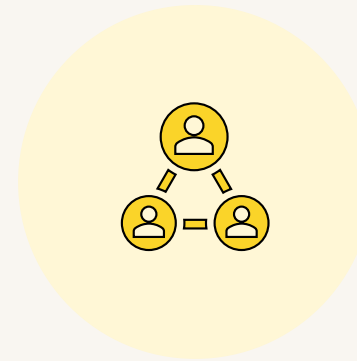
Enough
time and
resource



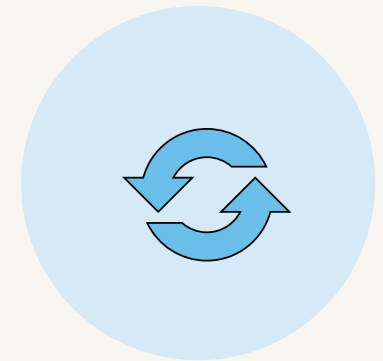
Flexible
information
systems



Practical tools for
understanding
change as it
happens



Support for
learning and
sharing



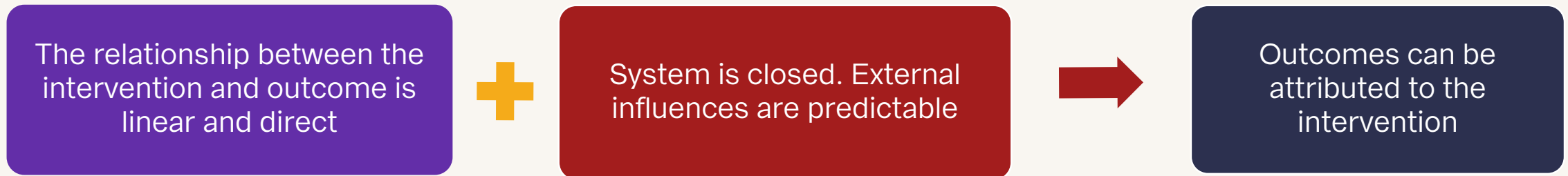
Flexible and
adaptable
budgets

Our response

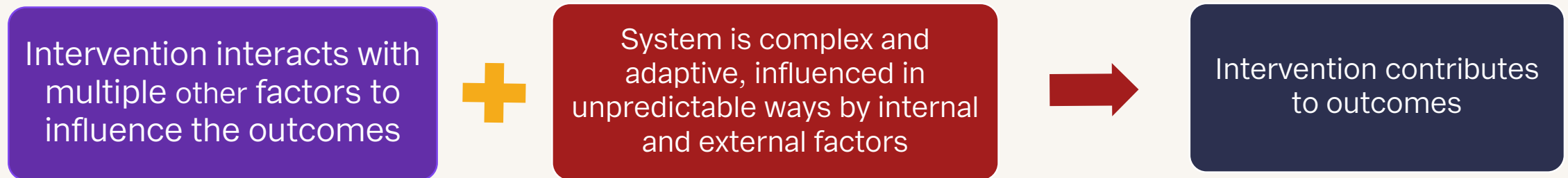
- Tailored support to put outcomes into action
- OutNav – the software system we always wanted

Understanding cause and effect

Attribution



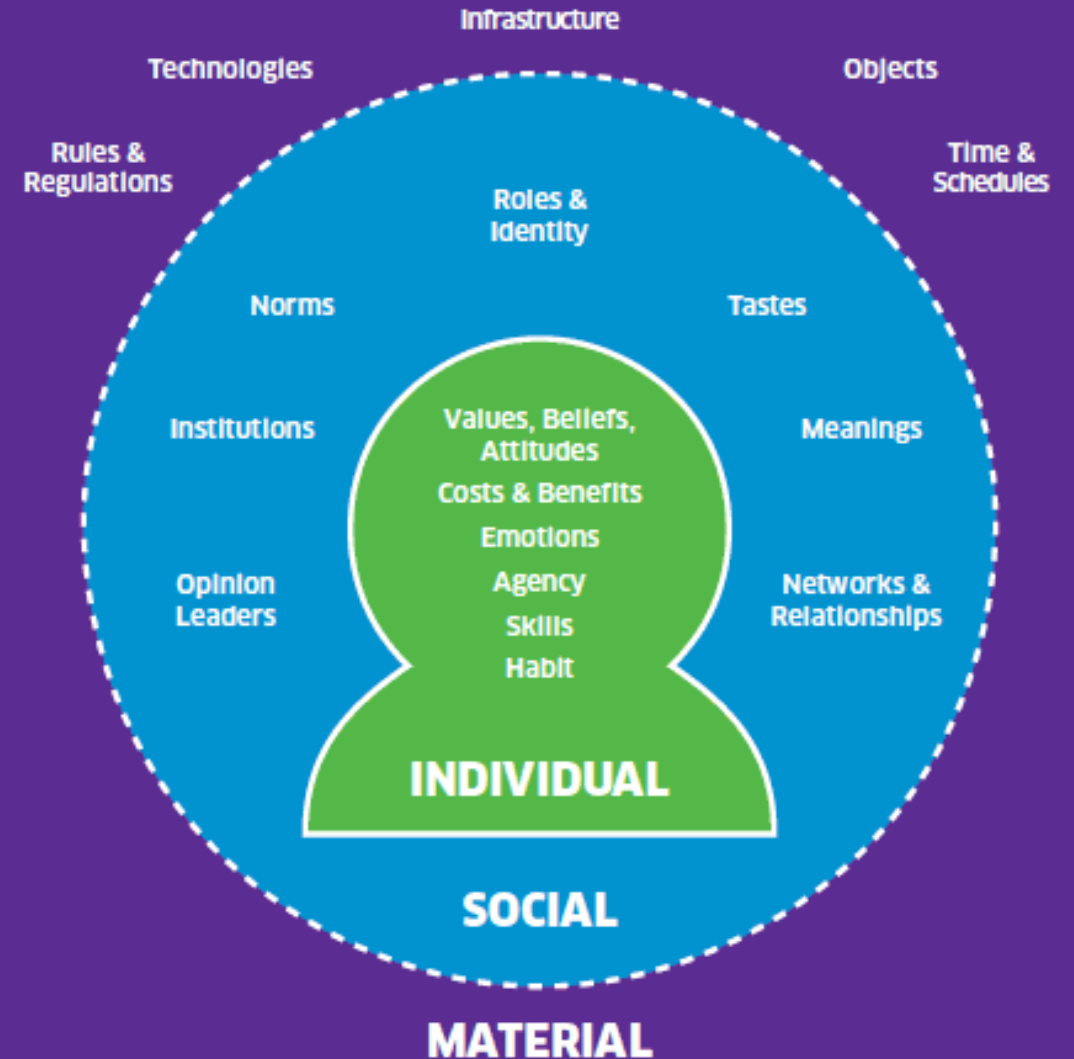
Contribution



Map Context:

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

ISM Behaviour Change Model
Scottish Government (2013)



Mapping your contribution to outcomes

What we
do

Who with

How they
feel

What they
learn and
gain

What they
do
differently

What
difference
does this
make?

Our process to put outcomes into action



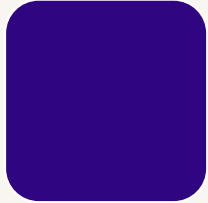
Map context and outcomes

Map the outcomes that matter to the programme 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

OutNav-

A system for putting outcomes into action

The screenshot displays the OutNav Beta web application interface. At the top, there is a navigation bar with the OutNav logo and a 'Beta' label, followed by icons for home, chat, notifications, and a user profile. Below this is a secondary navigation bar with tabs for 'Mapping', 'Tracking' (which is active), and 'Reporting'. The main content area is titled 'Track progress' and includes a sub-header 'Plan evaluation'. The primary section is 'Track progress', which is divided into two pathways: 'Pathway 1 of 2' and 'Pathway 2 of 2'. The 'Track progress' section is organized into a grid with columns: 'What we do', 'Who with', 'How they feel', 'What they learn and gain', 'What they do differently', and 'What difference does this make?'. Each column contains a box with a description, progress status, and confidence level. For example, under 'What we do', it says 'Provide support to people to improve their wellbeing one to one and in groups' with 'Progress: Great' and 'Confidence: High'. A modal window titled 'Add success criteria' is open, showing a search bar and a list of sources: 'Client database', 'Event attendance', 'Reflective impact log', and 'Notes from working group meetings'. Another modal window titled 'Generate a report' is also open, showing two options: 'Findings report: Show me the findings' and 'Full report: Show me everything'. The 'Full report' option is selected. The interface is clean and modern, with a purple and white color scheme.

Putting outcomes into action

What to avoid

- One-size-fits-all approaches
- Thinking we can manage or deliver outcomes
- Only focusing on one part of the system
- Trying to simply measure or attribute change



Putting outcomes into action

What to embrace

- Outcomes to help us manage change
- Celebrate diversity
- Appreciate context
- People matter most
- Data, evidence and information





Over to you...

What is helping and getting in the way of your work to put outcomes into action?

Let's keep the conversation going:

Website:	www.matter-of-focus.com
Twitter:	#OutcomesInAction
LinkedIn:	.../company/matter-of-focus
OutNav online demo:	28th November (12.30-1.30 pm GMT)
Webinar:	3rd December (3-4 pm GMT)