

# Telling the story of the contribution your organisation makes to improving outcomes

The webinar will begin at 3pm

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

# Telling the story of the contribution your organisation makes to improving outcomes

Dr Ailsa Cook and Dr Sarah Morton

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

#OutcomesInAction

#scvogathering

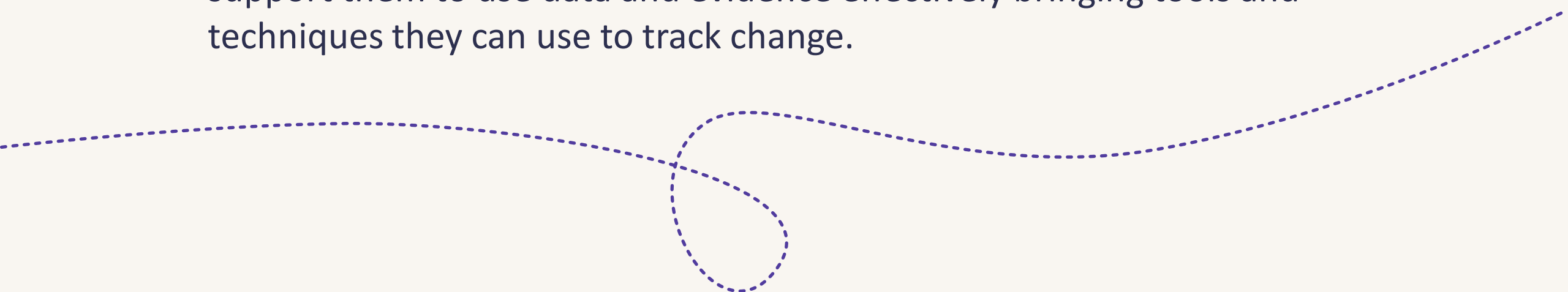
[@matter\\_of\\_focus](https://twitter.com/matter_of_focus)

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**Matter  
of Focus**  
*Evidence. Action. Change.*

# Introducing Matter of Focus

- We are an Edinburgh-based B Corp
- We work with organisations to:
  - help them to understand and work meaningfully with the outcomes that matter to them.
  - support them to use data and evidence effectively bringing tools and techniques they can use to track change.



# Some of our clients



Technoleg Iechyd Cymru  
Health Technology Wales



End Violence  
Against Children  
THE GLOBAL PARTNERSHIP



Clackmannanshire & Stirling  
Health & Social Care  
Partnership



# Aims of this session

- Bust some common myths around outcome evaluation
- Share a practical framework to support telling the story of your contribution to outcomes
- Share some tools to help apply this in your work

It's easy  
to get caught in a  
tangle of  
outcomes





...ing, playing in a park, going to a gym, ...unity and national wellbeing. ...ive, more often.

...able ... We develop physical confidence and competence from the earliest age

...ing and ...nities ... We improve opportunities to participate, progress and achieve in sport

kit.org.uk



efficiency | quality | accountability

S.S.R.G.  
Improving Outcomes:  
The Results-Based Accountability Approach  
8<sup>th</sup> October 2007

Developing Outcome Focused Performance Frameworks In Scotland

Dr Mark McAteer  
Head of Governance & Performance Management

is.

National Outcomes

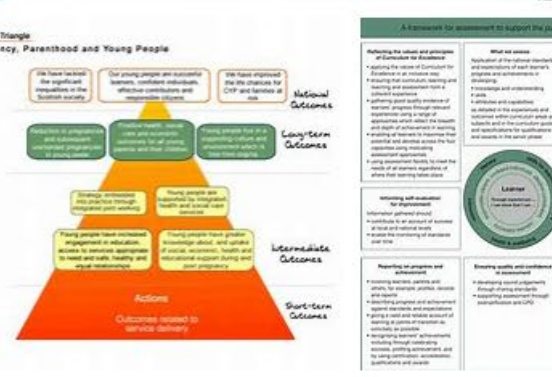
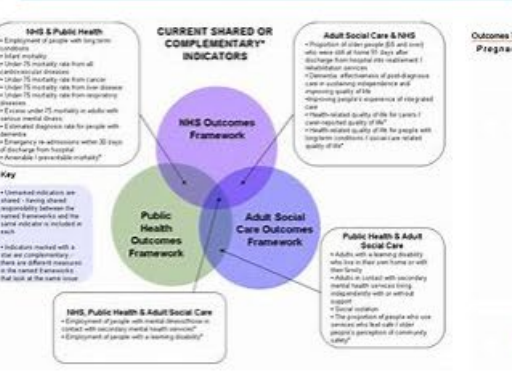
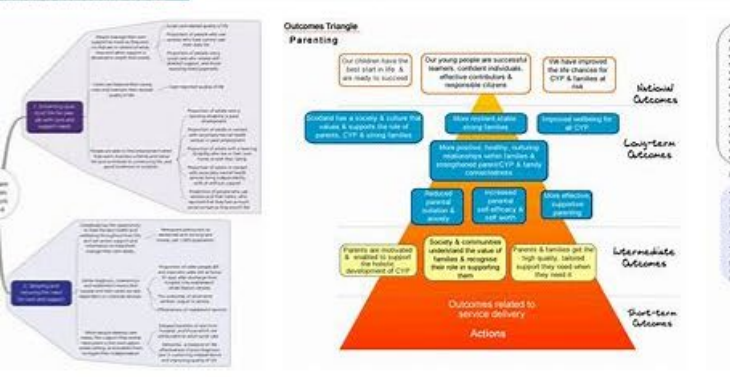
Link to Single Outcome Agreement Service Level Agreements

Cross reference with Local Authority Benchmarking activity

Links to reporting requirements public sector bodies in Scotland

Anticipate / reflect the new Procurement Reform Act

The Scottish Government



S1 "Read for The Future" Reading Scheme

I. Listening & Talking

✓ LIT 3-04a

✓ LIT 3-06a

✓ LIT 3-09a

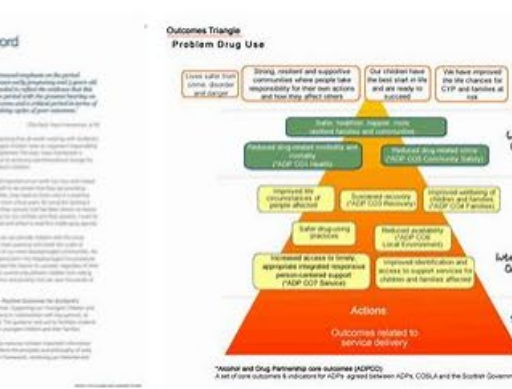
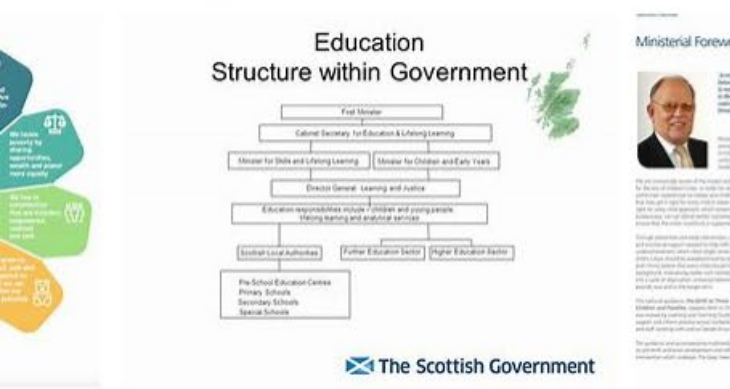
✓ LIT 3-10a

II. Reading

✓ LIT 3-11a

✓ LIT 3-13a

✓ LIT 3-14a



Learning Outcomes and student workload in Higher Education

Gerard Madill  
Policy Adviser,  
Universities Scotland



"As literacy is the responsibility of all staff, all staff should be clear about their responsibilities and their roles in the assessment of literacy."

"It is expected that the literacy experiences and outcomes will be read by a range of practitioners, including those who work in school library resource centres, who make an enormous contribution to the development of the literacy skills of children and young people."



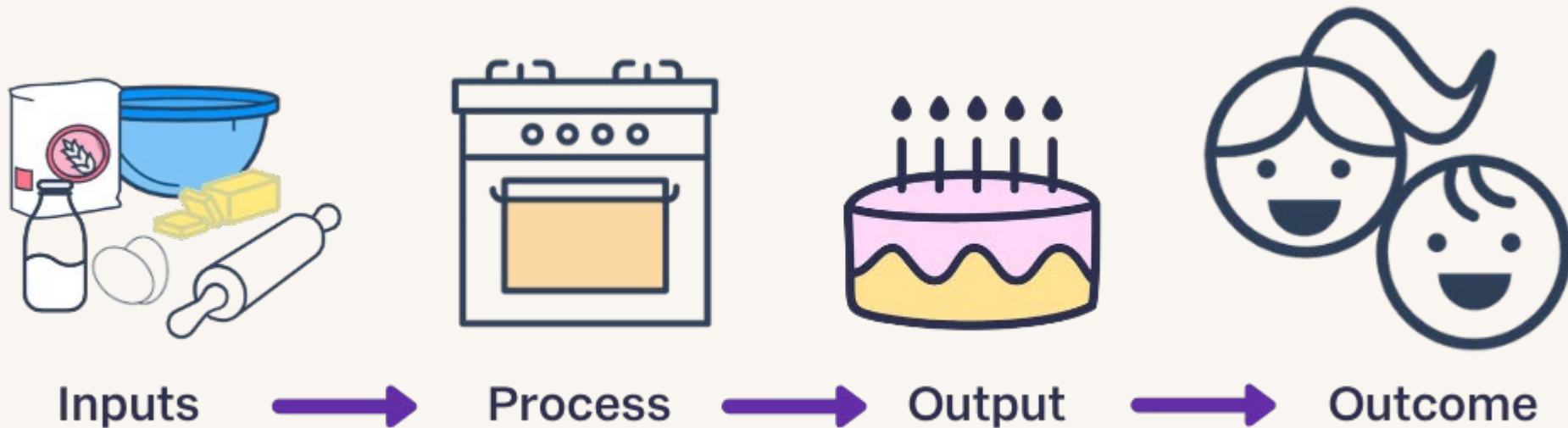
# Some common myths about outcomes

- We can simply measure the outcomes of our work
- We 'deliver' outcomes for people
- We can be held accountable for outcomes



# What are outcomes?

Outcomes are commonly defined as the end result of an intervention

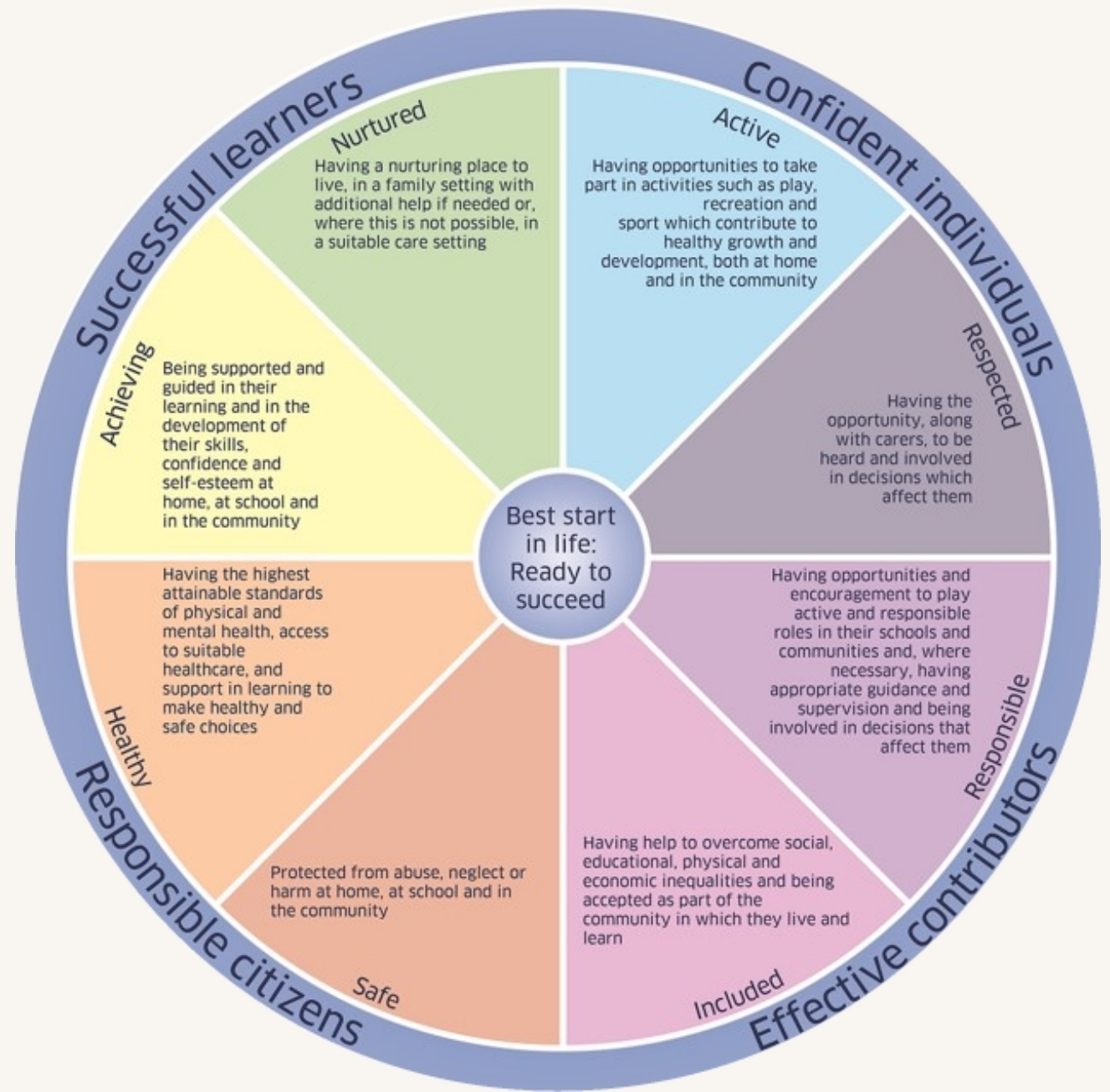


# Outcomes as a framework for action

- 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



# Outcomes that matter are hard to measure



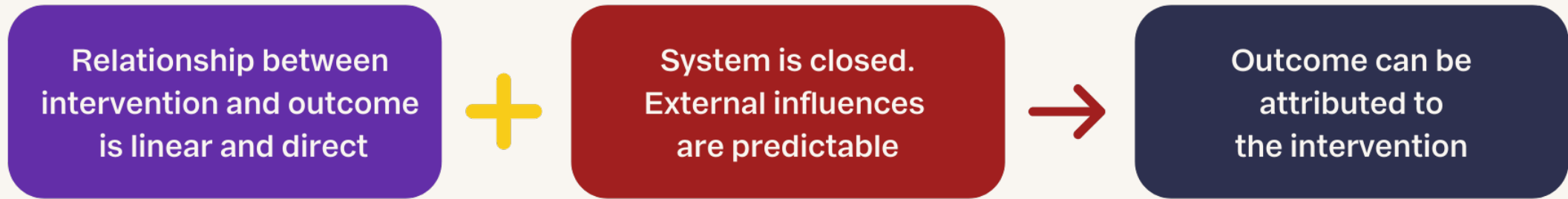
# Multiple factors influence change



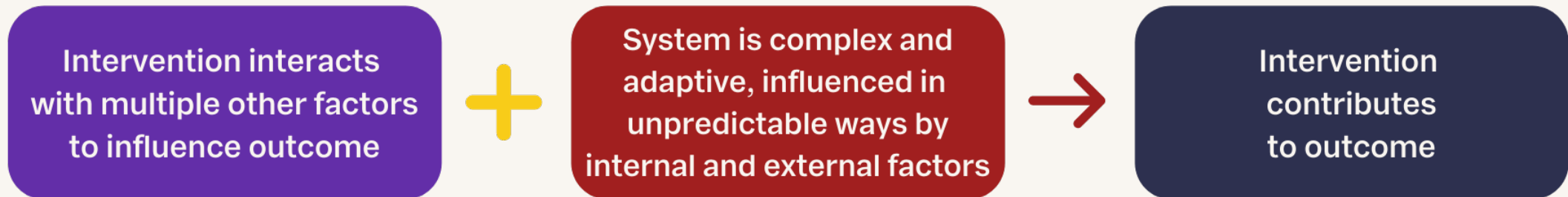


# Understanding cause and effect

## ATTRIBUTION

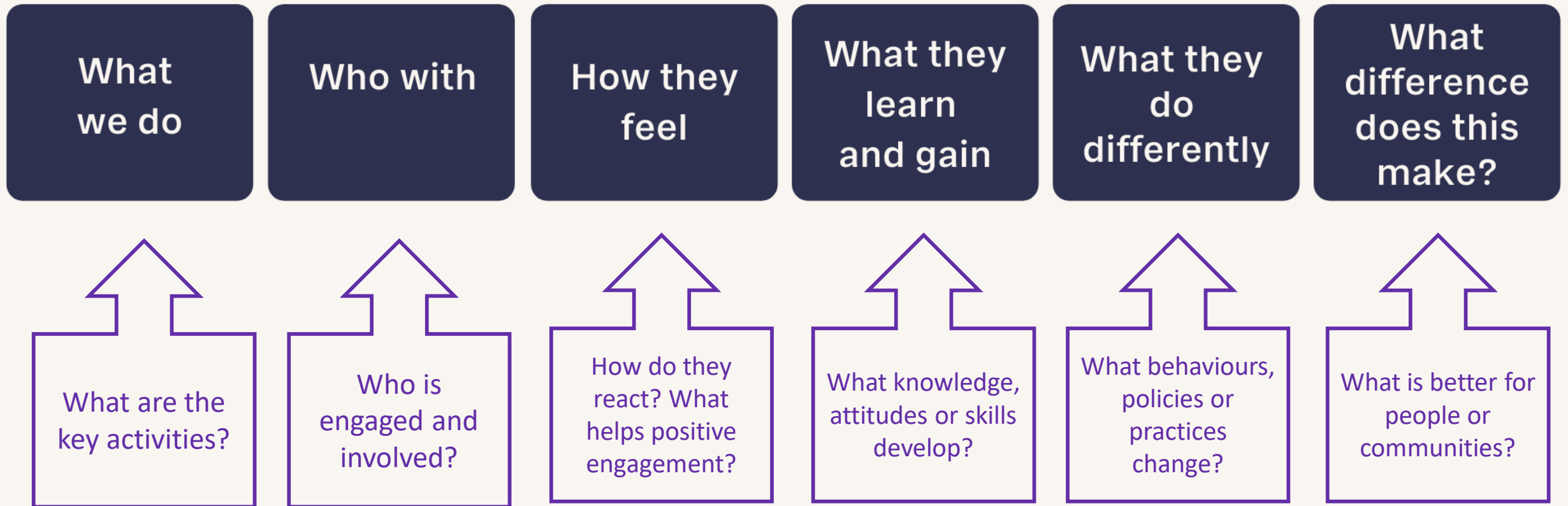


## CONTRIBUTION



# Our response...

# Tell your contribution story

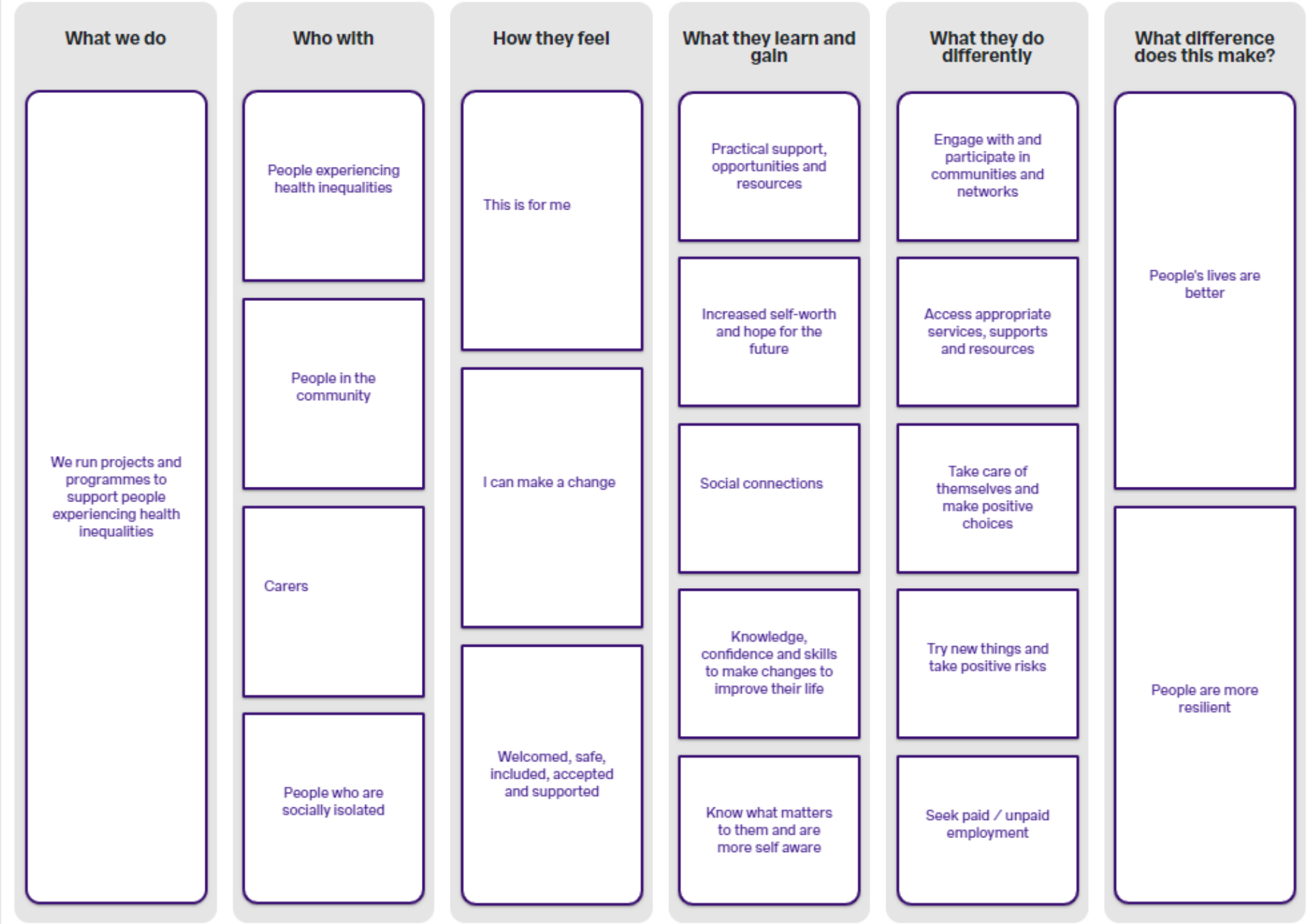




# Mapping your success stories



Outcome map:  
  
Contribution of  
community  
health  
organisations to  
improving  
outcomes



# Our process to put outcomes into action



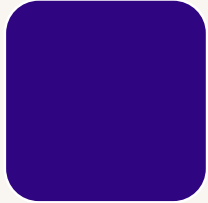
## Map context and outcomes

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

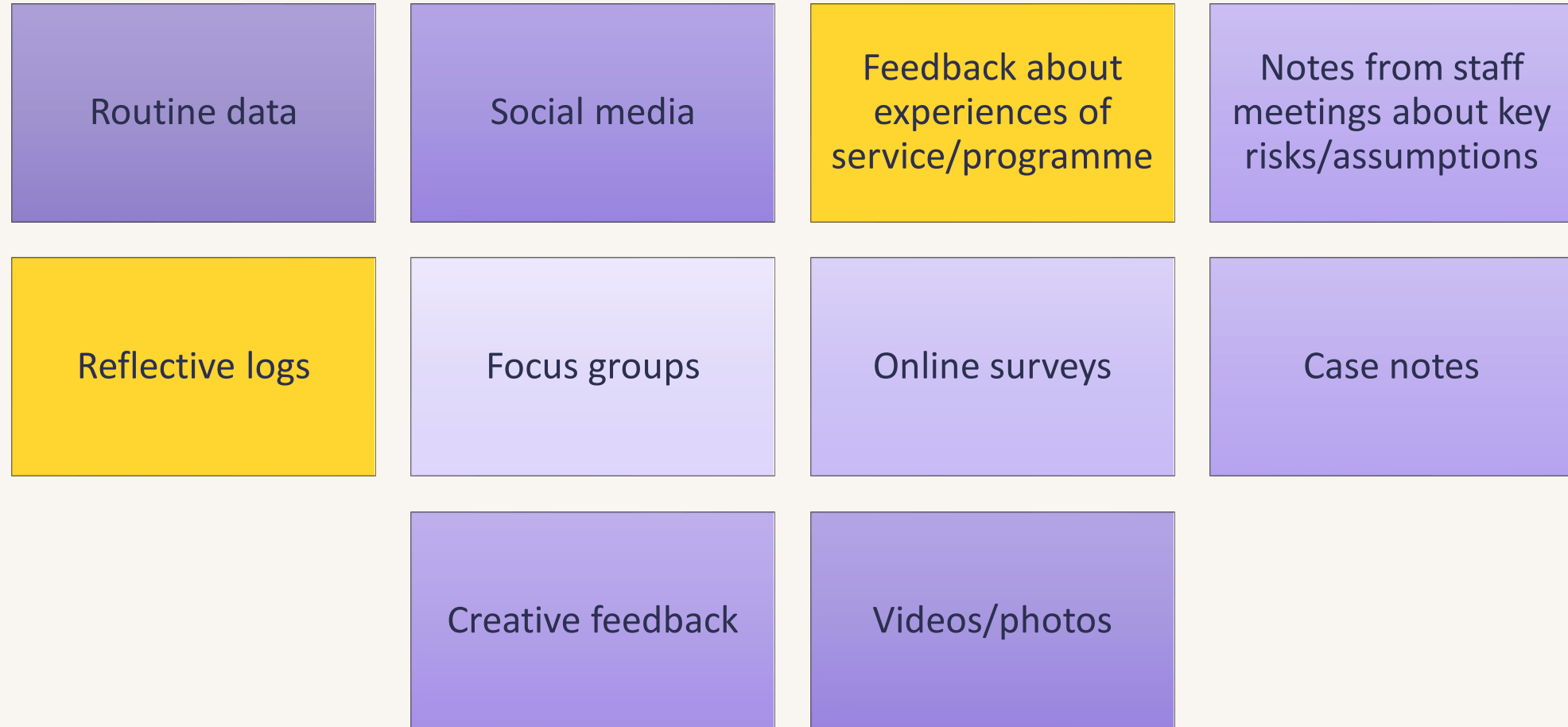


## Ongoing discussion, reflection, analysis and reporting

Embed learning to improve the project

# Evidence your contribution

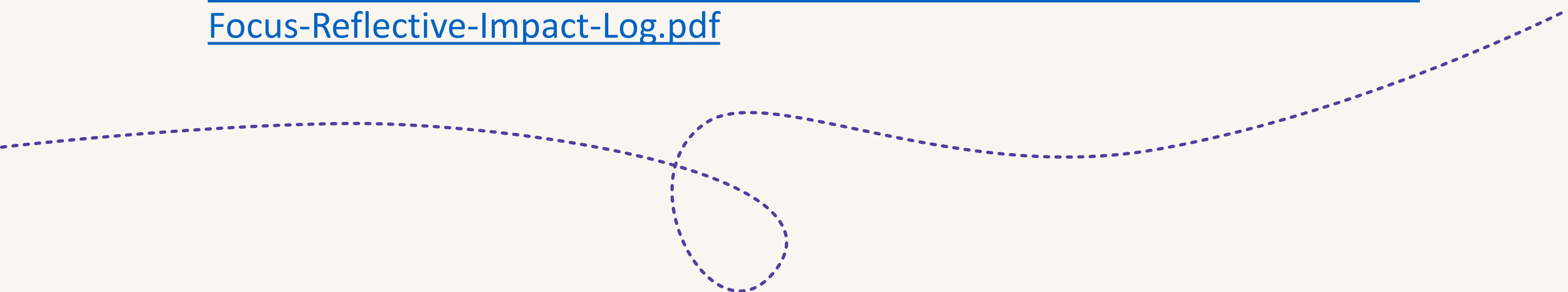
# Evidence your contribution





# Reflective Impact Logs

- A simple tool to evidence success
  - Capture case studies
  - Reflect on key activities
- Get a copy here
  - <https://www.matter-of-focus.com/wp-content/uploads/2020/03/Matter-of-Focus-Reflective-Impact-Log.pdf>




# Reflective Impact Logs

- Systematically captures reflections to use as evidence for..
  - Data gathering for evaluation
  - Reflective practice
- Great for activities where getting feedback is hard
- We like to analyse them collectively and write up findings on a flip chart



# 2 minute feedback form

WHAT YOU LIKED...	WHAT COULD HAVE BEEN IMPROVED?
WHAT HAVE YOU LEARNED AND GAINED FROM TODAY? —————	IS THERE ANYTHING YOU WILL DO DIFFERENTLY AS A RESULT?



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# Good feedback quick

- Great for activities where you are in the room with people
- You don't need lots of time to get good feedback
- Don't forget to ask about what people will do with their learning
- Alter the questions over time, e.g. add likert scales

A photograph of a handwritten feedback form. The form is divided into sections by purple lines. The top section contains the text 'I FEEL OUTNAV CAN HELP ME' and 'IN MY WORK:'. Below this is a Likert scale with five options: 'STRONGLY AGREE', 'AGREE', 'NEITHER AGREE NOR DISAGREE', 'DISAGREE', and 'STRONGLY DISAGREE'. The 'STRONGLY AGREE' option is marked with an 'X' in a box. To the left of the scale, there are some handwritten notes: 'TIVE', 'HELPFUL', 'INE', 'VES', and 'ENTS'. Below the scale, there is a section titled 'TELL US MORE...' with the handwritten text 'THE REPORTING IMPROVEMENTS' underneath it. To the left of this section, there are some handwritten notes: 'ROVED:' and 'ULD'.



# Making sense of your data and feedback – tracking progress

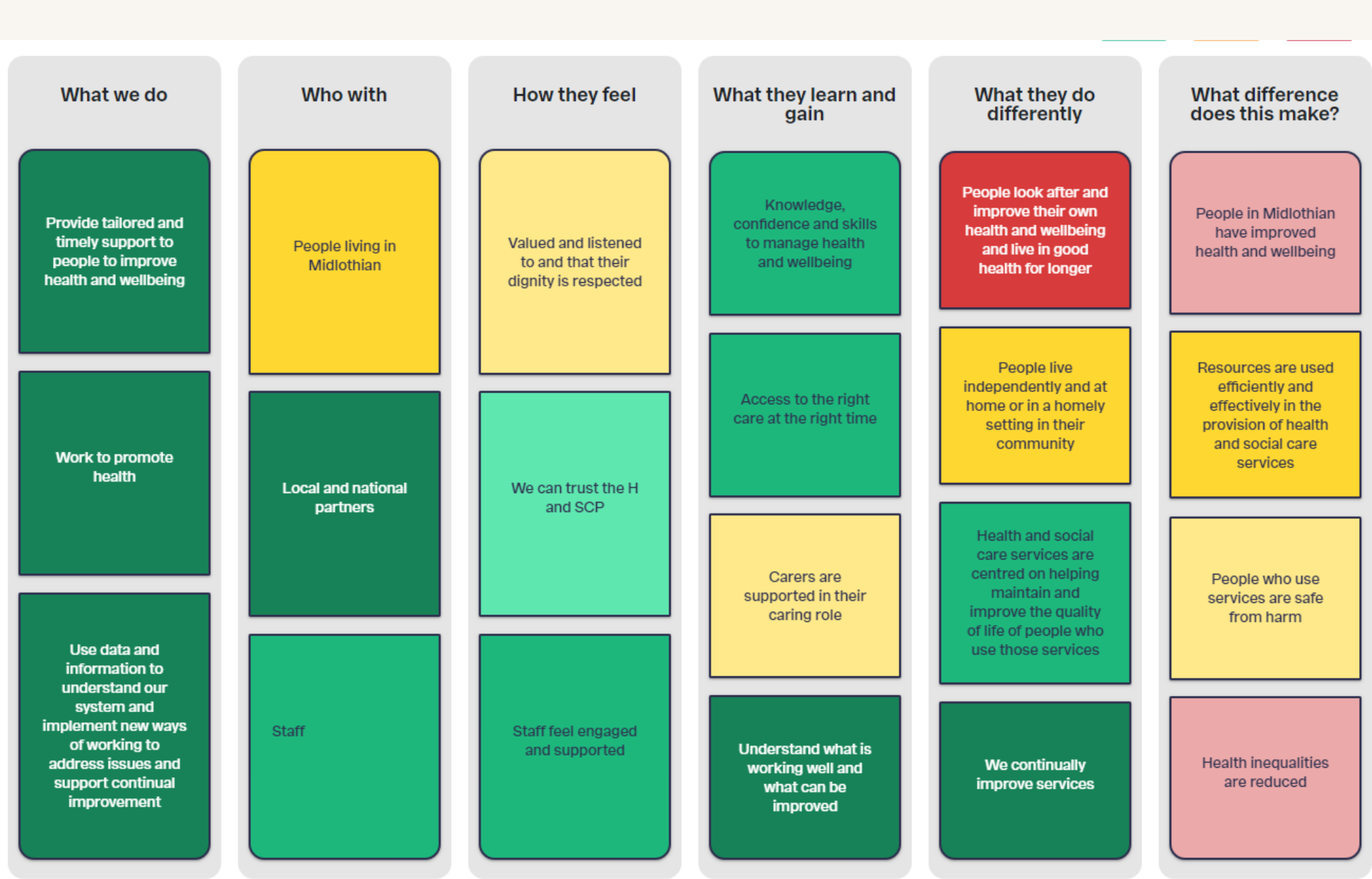
# Introducing OutNav

The screenshot displays the OutNav Beta web application. The top navigation bar includes the OutNav Beta logo, a set of five circular icons (home, chat, alert, help, mail), and user information: Matter of Focus, Demo Organisation, and The Wellbeing Service. Below this is a purple navigation bar with three tabs: Mapping (selected), Tracking, and Reporting. The main content area is titled 'Map Outcomes' and features a sub-header 'Map outcomes ?'. It contains a table with six columns and two rows of outcome descriptions.

What we do	Who with	How they feel	What they learn and gain	What they do differently	What difference does this make?
Provide support to people to improve their wellbeing one to one and in group	People in need of support to improve their wellbeing	This is a valuable and effective service	People know what matters to them and have the knowledge, confidence, skills to change	People make changes and actively manage their wellbeing	People have improved wellbeing
We capture learning from our work and share best practice through regular reports	Practitioners in our organisation	This will help us achieve our outcomes	People know the support available to them and how to access it	People access support from appropriate agencies	Services are used more appropriately

# How OutNav can help

- Provides a quick view of progress across your project

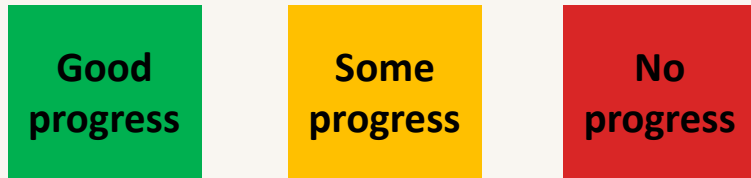


	Great Progress	Some Progress	No Progress
High Confidence			
Some Confidence			
Low Confidence			

# Rate progress and evidence

- Progress

Traffic lights



- Confidence in evidence

Density of colour



*more confidence.....less confidence*

# How OutNav can help

- Provides a quick view of progress across services
- Supports a collaborative approach to collecting data and feedback and helps keep everyone on track



## Evaluation Manager ⓘ
















< Back to Project

### Strategic outcomes

The stepping stones, success criteria and sources will be listed here, along with links to add evidence for them.

### What we do

#### Provide tailored and timely support to people to improve health and wellbeing

Success criteria	Source	Evidence
 We have systems in place to Identify people at risk of a preventable admission to hospital	 <b>Frailty programme plan</b>	<a href="#">+ Add Evidence</a>
	<a href="#">+ Add Source To This Success Criteria</a>	
 We offer an appropriate balance of services and supports in line with our strategic plan	 <b>OutNav</b>	 Wellbeing service - people have improved wellbeing   
	 <b>Strategic planning report</b>	<a href="#">+ Add Evidence</a>
	<a href="#">+ Add Source To This Success Criteria</a>	
 % of adults who say they had a say in how their help/care was provided	 <b>ISD data</b> Shared biannually	 ISD data   

[? Help](#)

# How OutNav can help

- Provides a quick view of progress across services
- Supports a collaborative approach to collecting data and feedback and helps keep everyone on track
- Brings together qualitative and quantitative data and bring your analysis to life

## Staff feel engaged and supported ↗

Of the 669 staff who completed the iMatter survey, 65% reported feeling supported in their role.

**All of the practitioners supporting people are invited to the six weekly analysis meetings.**

In total 18 practitioners out of a total of 20 have attended these meetings with 10 people attending all four.

Of the practitioners who have attended the analysis sessions and completed a reflective impact log, the majority of reflection have been positive about the session and its benefits in engaging practitioners in capturing and sharing learning and building learning into the reporting resources.




Enlarge 🔍

# How OutNav can help

- Provides a quick view of progress across services
- Supports a collaborative approach to collecting data and feedback and helps keep everyone on track
- Brings together qualitative and quantitative data and bring your analysis to life
- Report at the click of a button
- <https://www.outnav.net/view-live-report/g/nlzyexVgPgXqtvvgKvfBf2wJvljw5syiM>

# Make data everyday

- We need to talk more about what we do AND how we do it
  - Embedding data, evidence and feedback into everyday work helps:
    - Learning, reflecting, improving
    - Being sure you are making a difference to the people you care about
    - Being able to tell a well-evidenced story to funders and stakeholders
  - It is everyone's job, not just for evaluators or management
- 

# Thank you!

**Let's keep the conversation going:**

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

Twitter: [@matter\\_of\\_focus](https://twitter.com/matter_of_focus)

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

**For an OutNav demo please contact  
[info@matter-of-focus.com](mailto:info@matter-of-focus.com)**