

Matter of Focus event feedback:

Tell the story of the contribution your organisation makes to improving outcomes

This is a report on the feedback collected during the session at The Gathering on 19th February 2020.

Out of 110 attendees we collected 78 completed feedback forms from the session.

WHAT YOU LIKED?

The feedback was overwhelmingly positive and complimentary of the session. Participants described the presentation content as “particularly relevant” and “informative;” with several participants identifying the “strong clear examples,” “lack of jargon” and “really accessible language” as aspects of the presentation they appreciated.

One participant remarked that overall the presentation was “simple to understand for someone inexperienced to this work.”

Participants also appreciated the interactive aspects of the workshop, the ability to share experiences with other attendees as well as the tools and cards to take away.

WHAT COULD BE IMPROVED?

In terms of improvements, the responses were largely in relation to logistical issues. Several people identified the room layout as not being suited to facilitating group discussions and that during this part of the workshop the noise level in the room was too loud which affected their ability to engage in discussions. Some people also identified that they would have appreciated a longer session.

In terms of content, the most common reflection form participants was that they would have appreciated more examples, or case studies.

WHAT HAVE YOU LEARNED AND GAINED FROM TODAY?

Participants told us that they learned and gained a range of things from the session. People said they valued gaining new tools, the cards and reflective impact logs, which they felt provided them with simpler structures through which to evidence and tell their stories. Other people told us they had gained a new, or better understanding of the difference between outputs and outcomes as well as an understanding of contribution as opposed to attribution.

Overall, most participants identified that that they had gained new learning and that “there is a simpler way to construct the evaluation process”.

IS THERE ANYTHING YOU WILL DO DIFFERENTLY AS A RESULT?

Several people told us that they would build the reflective impact logs into their practice. Some people said that they would rethink their data gathering and evaluation processes and use the tools and language shared at the session. People said that they would speak to senior management in their organisations about what they learned during the session. More generally, people reflected that it had changed their thinking, with one remarking that “I will respect more than just numbers.”