

What Outcomes And Results Modeling Can Do For Your Organization

Organizations are being faced with increasing demands to be outcomes and results focused, and to reduce internal administrative costs. Visual outcomes and results modeling promises to do just that.

Avoiding duplication, staying efficient

The first step to organizational efficiency is to build a comprehensive visual outcomes model of the high-level outcomes you are trying to achieve. You model this in DoView software which is designed to help you build and work with your model in real-time, thus revolutionizing your staff and stakeholder meetings. Done right, you can then leverage the work you have put into it for a whole range of different organizational functions. Quite simply, using a common outcomes model means that you never have to duplicate this work.

Ways your organization can use your outcomes and results model

- **Strategic planning.** The outcomes model sets out the high level of your strategic plan in a visual format – your vision and mission statement can be based on the outcomes in the top lines of the model. As you visually drill down into the model, map which projects and activities will achieve outcomes, and reveal more detail of your strategic planning.
- **Priority setting.** Use the model in all priorities discussions, highlight those outcomes and steps that are currently a priority for your organization, map which future activities will focus on them, and use the model to discuss these priorities with staff, funders and other stakeholders.
- **Evidence-based practice.** If there is existing evidence about what does and does not work, visually map the evidence onto your model, record details of the evidence lying behind particular links in the model, and link out to local files, intranet or internet sites with more details of the evidence. Stakeholders will enjoy the credibility of an evidence-supported model.

Get more information and guidance from:

www.doview.com and www.easyoutcomes.org and www.outcomesmodels.org and www.outcomescentral.org



DOVIEW
VISUALIZING OUTCOMES

Based on Duignan, P. (2009). Having a common outcomes model underpinning a range of organizational activities. Outcomes Theory Knowledge Base Article No. 264. (<http://knol.google.com/k/paul-duignan-phd/having-a-common-outcomes-model/2m7zd68aaz774/125>).

- **Joint outcomes and multiple projects run by other organizations.** Collaborate with organizations running projects focused on similar outcomes. Simply map all the projects onto the particular steps and outcomes they are aimed at in the common outcomes model, and then visually overview the pattern of project gaps and overlaps.
- **Getting staff outcomes focused.** Map organizational unit activities or outputs onto your visual outcomes model, print the mapped model out as a poster and put it on the wall so that all staff are focused on the outcomes their work is trying to achieve.
- **Performance measurement and tracking progress.** Map indicators onto your model against the steps and outcomes they are measuring and link out to graphs showing how they are tracking over time.
- **Evaluation planning.** Map evaluation questions onto the steps and outcomes in your model they apply to and get control of your research and evaluation activity. Include details of research and evaluation projects and which questions they will be answering. Close the loop for organizational learning by reporting back on results against the visual model when it is being used in strategic planning.
- **Outcomes-focused contracting.** Use your outcomes model to have coherent discussions with funders or providers about exactly which indicators you (or those you contract) will be accountable for and which will just be tracked (without being accountable).

Communicating and sharing your model

If you are using DoView outcomes and evaluation software for this work, it has been designed to give you just the functions you need to build, edit and discuss your outcomes model in real-time in meetings. What's more, you can create a PDF of the model, create various sized posters of it and create a web page version.

For comprehensive instructions go to EasyOutcomes.org (including a full workbook) or DoView.com. Sample outcomes models from which you can build on are available at OutcomesModels.org, and short instructional videos can be found at OutcomesCentral.org.

A free trial version of DoView software is available over the internet and a full permanent per user license costs US\$39.95. Free licenses are available to some International Development Projects in Developing Countries (see DoView.Com).

This tip sheet available from

<http://www.outcomescentral.org/materials/tipsheet267.pdf>