



PATHWAY TO OUTCOMES EVALUATION STORY TO THEORY OF CHANGE METHOD

WHAT DO YOU GET FROM THE 2 DAYS?

This workshop experience is unique:

Throughout the workshop you are supported in working on your own organisation and program strategic plans and evaluation through tailored support.

You are provided with a comprehensive 80 page colour workshop guide that includes information sheets and templates on all topics to take back to use at your workplace

The option of follow-up online support for reviewing and completing your evaluation framework and supporting you on your evaluation pathway.

Take back to your workplace:

- Your own framework designed in specialised software for your outcomes evaluation and strategic planning
- Applied training in evaluation story method including in-depth interview for outcome evidence and storyboarding
- Key skills for grant success including clear articulation of goals and objectives, ability to describe evaluation method and information about inclusion ready grant opportunities.

ABOUT VISUAL INSIGHTS PEOPLE



We are a team of evaluation and communication specialists based in Brisbane. Dr Samantha Abbato is an experienced evaluator and trainer for the Australasian Evaluation Society (AES) and provides popular evaluation workshops across Australia. Sam is the recipient of evaluation awards including the AES 2015 award for best evaluation publication.

Since 2013, Visual Insights People have been challenging the common approach to evaluation. Through true communication we share our knowledge of outcomes evaluation using a pictures and stories approach. We build the capacity of community organisations through our technical expertise, our commitment to academic rigour and a person-centred approach. We pride ourselves on being able to provide a bridge between academic research and community service delivery by listening and learning from our clients and tailoring our service and maintaining quality of evidence.

“Excellent content and delivery
“Pace - content - to the point

THE WORKSHOP EXPERIENCE AND TESTIMONIALS

65 representatives from 47 organisations participated in the workshops between July 2018 and February 2019 across Queensland. It evaluated at high levels of satisfaction.

“Friendly interactions between presenters and all facilitators, learning from others’ insights and experiences - GOLD

“Fast moving and covered a lot of ground in a short time

“Ability to apply content to our project on the spot

“Thought provoking critique of a TOC

Testimonials:

TOC for outcome evaluation and strategic planning - *Scott*



Improved grant writing for inclusion readiness and beyond - *Sylvia*



Story method for outcome evidence - *Debbie*





STORY TO THEORY OF CHANGE METHOD WORKSHOP SESSIONS

EVALUATION STORY METHOD

- In-depth interview to build client stories of change
- Qualitative interview analysis for storyboarding
- From anecdote to story as evidence



USING RESEARCH LITERATURE

- Deductive approach for building evidence based evaluation models
- Identification of outcomes through the research literature
- Using research literature to build TOC using outcomes chains archetypes

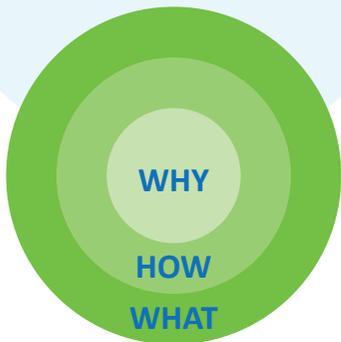


CONTINUED PATHWAY TO EVALUATION

- How to plan an outcomes evaluation
- Choosing and prioritising evaluation outcomes
- Articulating questions for inclusion readiness

FINDING YOUR WHY

- Use of story for identifying your *WHY*
- Simon Sinek's Golden Circle: *WHAT, HOW, WHY*
- What difference are we making to the lives of participants?



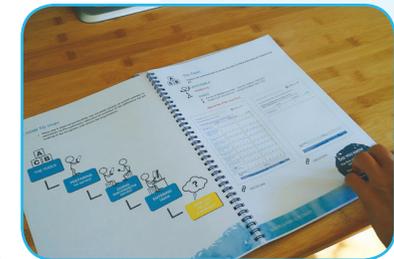
BUILDING YOUR TOC

- Introduction to evaluation model that explains how a program is understood to work
- Identification of program activities and outcomes
 - Start your TOC using mental models



COMMUNICATING YOUR TOC USING DOVIEW

- Use of DoView software for transferring hand drawn models to digital format
- Visualisation of connections into and out of 'outcome steps'
- Build a digital evaluation model and export to PDF to use as a planning tool



[Click here to watch this video about the workshops](#)