

Outcome Mapping

Actor-centered and outcome-based design and monitoring of social change programs

Summer Training Program on Monitoring and Evaluation of International Development Programs
Bologna, 14-16 June 2017

Brief description of the module

This 3-day module introduces the Outcome Mapping (OM) approach. It is designed for participants that want to develop actor-centered social change programs with monitoring systems that provide meaningful feedback on progress and results. Grounded in systems thinking and complexity theory, the course promotes a flexible design with a focus on: key societal actors; systematic collection of outcomes; collective interpretation; and the generation of actionable insights. Participants will be introduced to the 7 steps of Intentional Design in Outcome Mapping and to the principles and practice of an OM-based monitoring. The concepts and tools of Outcome Mapping will be discussed, applied and assessed with reference to the working contexts of the participants.

Outcome Mapping

Outcome mapping (OM) is a framework used in planning, monitoring and evaluating development and humanitarian interventions. It was originally developed by the International Development Research Centre (IDRC) to help evaluate the outcomes of its applied research granting programs. It is now widely used by governmental, multilateral and non-governmental organizations for a range of purposes. It is particularly useful for planning and documenting the social transformations on which sustainable ecological, economic, social and technological change depend. Unlike approaches for measuring outputs (What did the project produce?) and impacts (How have we changed a population's well-being?), OM includes documenting and understanding changes in the behaviors of the people and organizations influenced by the intervention.

Learning Outcomes

At the end of this module, participants will have a good understanding of the Outcome Mapping approach. They will have the skills to introduce Outcome Mapping in their own work environments and to apply its tools.

Participants will learn how to ...

- Develop an actor-centered program based on the 7 steps of OM's Intentional Design and how this can be applied in collaboration with program stakeholders. In particular, the course will focus on the formulation of intended outcomes and the supporting strategies to be implemented. Intended outcomes are defined as the changes in behavior, practices and interrelationships of those people and organizations with whom the program team interacts directly. A practical framework will be presented to develop a diversified set of interventions that can be applied by the program and its implementing partners to facilitate and support the changes described in the intended outcomes.
(Day 1 & 2)
- Plan for learning-oriented monitoring. (Day 2). Monitoring, especially learning-oriented monitoring, does not happen by itself. It needs to be planned. Participants will be introduced to a practical step-by-step approach to develop meaningful monitoring system and processes. This will include an exploration of the organizational conditions required to install an adaptive and flexible program approach when implementing social change programs.
(Day 2)

- Visualize, collect, synthesize, and analyze outcomes. Participants will be introduced to and discuss a variety of approaches for systematic data collection ranging from periodic to real-time monitoring of changes. Furthermore, examples will be provided on how outcomes and strategies can be synthesized for analysis, interpretation and utilization. It will highlight different practices that can be used for single OM-based projects as well as for more complex multi-layered and country-level programs.

(Day 2 & 3)

- Plan for collective reflection, debate and action planning. Monitoring does not end with data collection and analysis. Therefore, an important part of this module will deal with making sense of findings drawing on the different perspectives among program participants. The plan will include: when, where, how and with whom progress will be discussed; sharing of the insights generated; and collaboratively deciding on future actions. In essence, it is about ensuring that the monitoring processes are embedded in the spaces and rhythms that give life to the program.

(Day 3)

Methodology

The course methodology demonstrates the participatory values at the core of Outcome Mapping, combining presentations on theory and case studies with group discussion, individual reflection, small group practice and feedback sessions. Participants will apply OM principles and practices, in facilitated, practical exercises, to situations from their own work experience.

Intended Participants

The course is designed for **program managers, M&E and Learning staff and field staff** from CSO's NGOs, funding agencies and national and international development organizations looking for effective ways to design, implement and monitor complex social change processes.

Facilitator

Steff Deprez works as an independent consultant specialized in program design and learning-oriented M&E systems facilitating adaptive management for/in complex programs. Over the years, he built up vast expertise in applying methodologies such as SenseMaker, Theory of Change, Outcome Mapping and Outcome Harvesting. Steff has worked as a development practitioner in Africa and Asia for over 18 years and has been an active Outcome Mapping practitioner since 2004. He developed OM-based program design and monitoring systems for diverse programs (sustainable agriculture, civil society strengthening, value chain development, women/girls empowerment, conflict prevention, ...) and provides in-house and public Outcome Mapping introduction trainings and masterclasses. In 2010, he authored the compilation of a contextualized Indonesian Outcome Mapping manual and is a board member of the Outcome Mapping Learning Community (www.outcomemapping.ca). Steff has a keen interest in contextualizing Outcome Mapping and Outcome Harvesting to fit specific program needs and to set up relevant, useful and pragmatic monitoring and learning practices.

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