

# How to know if you are making a difference

On evaluating your impact

Steve Patty, Ph.D.

 Live Learning

# Why evaluate?

Prove

Improve



# Part 1

Guiding thoughts

## Part 1

### Guiding thoughts

- Evaluation is leadership
- Watch effect, not just effort
- The story we tell ourselves is often just that
- Keep the spotlight on them, not you
- Interviews are interventions
- Evaluation is worship

# Breakout Room (12 minutes)

1. What is your greatest hope for evaluating your impact?
2. What is your greatest struggle in evaluating your impact?

## Guidelines for engagement

- Start with a brief introduction
- Only share something you're comfortable sharing
- Show up to serve by listening well
- If network allows, turn on your camera
- Use the 'ask for help' button if support needed
- Keep what is shared in confidence

# Breakout room feedback

What are some key thoughts that came up  
in the break-out room?



## Part 2

### Beyond Conventional Evaluation

# Conventional Evaluation

## Outputs

## Anecdotes

*data*

Numbers

*instrument*

Tool

*method*

Standardized

*purpose*

Measure

*application*

Compare & Contrast



## Part 2

### Beyond Conventional Evaluation

- The Forum's annual meeting grew by 12% last year to 800 participants.
- Each year over 100,000 people across Europe receive training from Forum leaders.
- The number of views on Forum videos has increased by over 100% for each of the past 3 years. Last year, 10.6 million minutes of Forum video were viewed online.
- Over 500 leaders are being mentored in 35 different kinds of mentoring at ELF and through 15 Year-Round Mentoring strategies and 4 one-week intensive retreats each year.
- All of this is making a difference.

“Not everything that can be counted counts, and not everything that counts can be counted.”

- Albert Einstein

# Conventional Evaluation

## Outputs

## Anecdotes

*data*

Numbers

Stories

*instrument*

Tool

Hearsay

*method*

Standardized

“Treasure hunt”

*purpose*

Measure

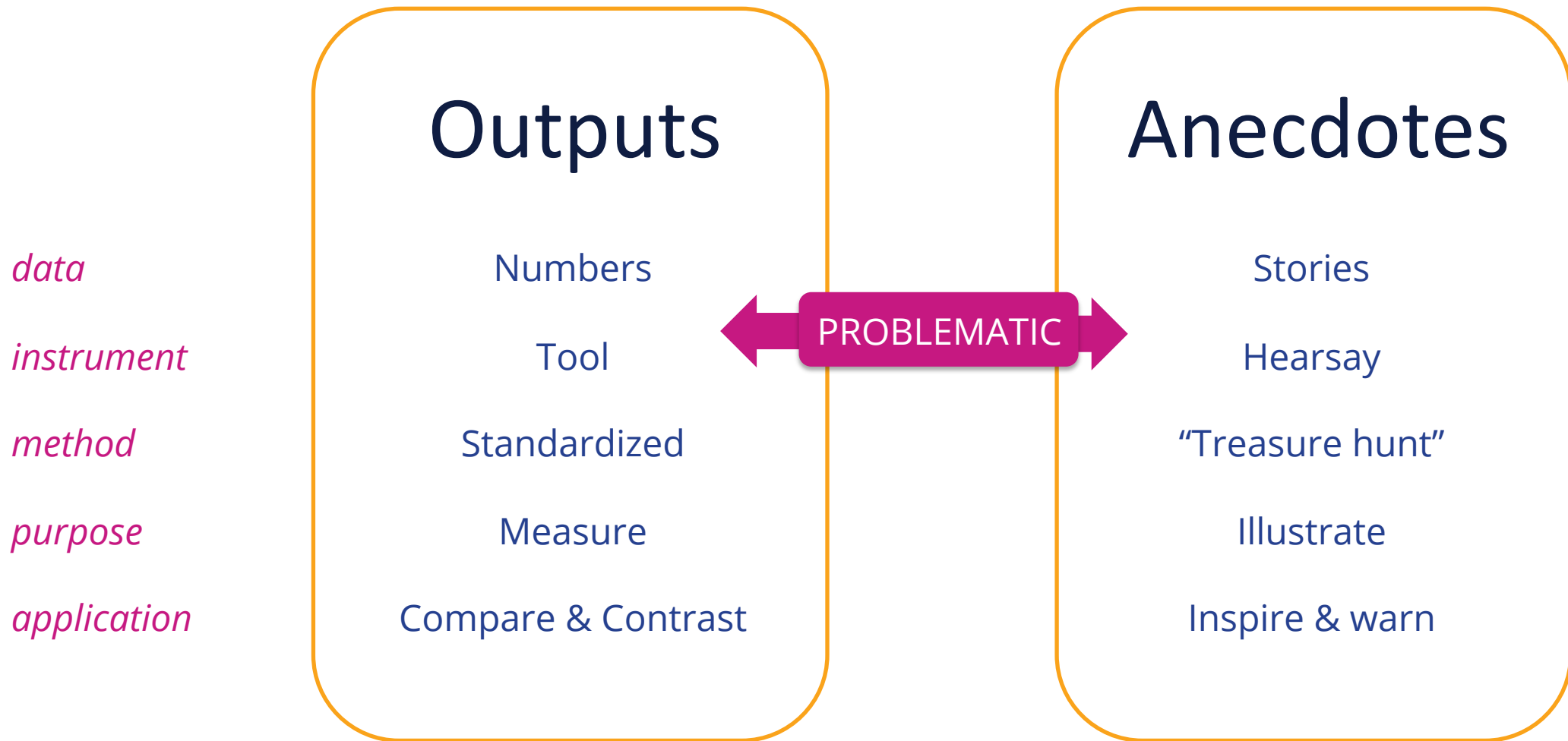
Illustrate

*application*

Compare & Contrast

Inspire & warn

# Conventional Evaluation



# Modes of Evaluation

From...

Quantitative (outputs)

Anecdote (a time when...)

To...

Quantitative (outcomes)

Qualitative (the full story)



## Part 3

### Key Frameworks

## Part 3

### Key Frameworks

1.

The difference between effort and effect

1.

The difference between effort and effect

Effort

Outputs:

What you do -  
scale, scope,  
frequency, pace,  
etc.

Effect

Outcomes:

What changes as  
a result of what  
you do?



## Part 3

### Key Frameworks

# 3.

Two kinds of human change

# Human Dimensions

Mental Dimension

Emotional Dimension



Behavioral Dimension



# Human Dimensions

Mental Dimension

Emotional Dimension

Know

Feel



Do

Behavioral Dimension



# Heart Triangle™

Mental Dimension

Emotional Dimension

Know

Feel



Do

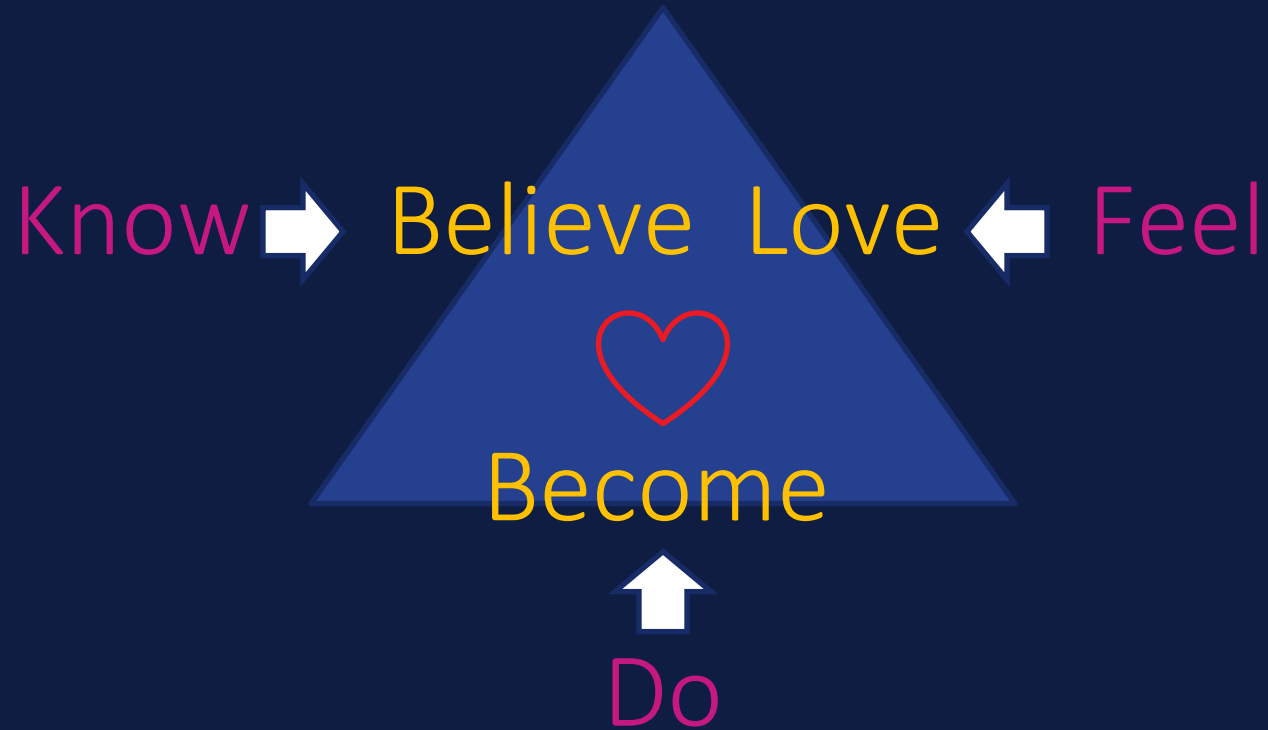
Behavioral Dimension



# Heart Triangle™

Mental Dimension

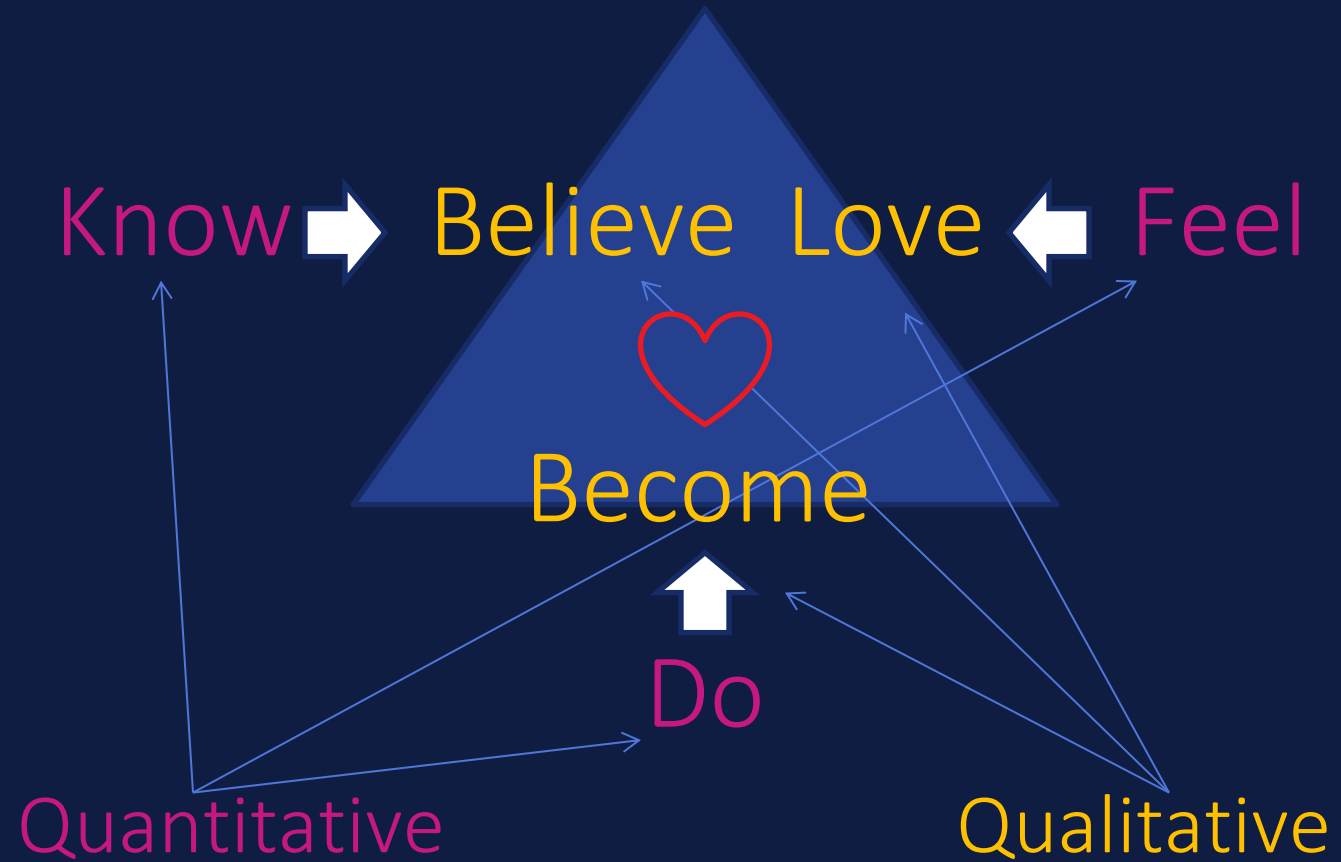
Emotional Dimension



Behavioral Dimension



# Heart Triangle™





## Part 3

### Key Frameworks



4.

Four species of data

	Outside the Triangle Quantitative 	Inside the Triangle Qualitative 
What we do  <b>Effort</b>	<b>E1</b>	<b>E2</b>
What we impact  <b>Effect</b>	<b>E3</b>	<b>E4</b>





	Outside the Triangle Quantitative 	Inside the Triangle Qualitative 
What we do  <b>Effort</b>	<b>E1</b>  Activities Scale/Scope Frequency Dashboard/Report	<b>E2</b>  Qualities Ethos Experience Observation/Visitation
What we impact  <b>Effect</b>	<b>E3</b>  Know Do Feel Survey	<b>E4</b>  Believe Become Love Interview





# Part 4

How to approach E4 data

# Heart Triangle™

Mental Dimension

Emotional Dimension

Know → Believe Love ← Feel



Become



Do

Behavioral Dimension



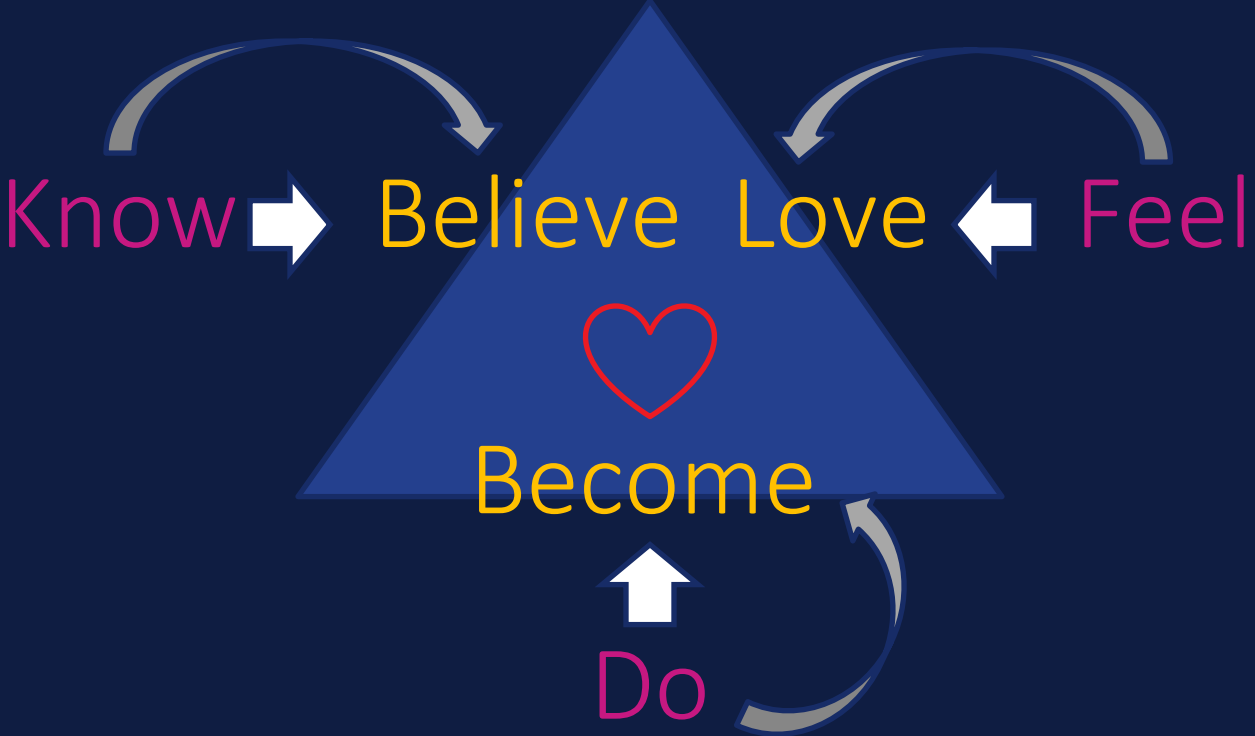
## Three ways of engaging qualitatively

- Conversations – what you hear
- Observations – what you see
- Artifacts – the lasting, transformational fruit the work

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# Interview Protocol



## Examples from Faith-Based Teams

### Alpha USA

- Since going through Alpha, what have you learned about God's ability to reach people? → How has this affected your beliefs and expectations about who can be saved? (know - believe)

### Village Missions

- How have your skills in studying the Bible grown as a result of CDI? What aspects of interpretation do you find most challenging? ☐ How are you growing into a teacher of the Word of God? (do - become)

### Asian Access

- What frustrations have you experienced as you have been growing as a leader through the Asian Access leader development program? → How have you been able to embrace your growth as a leader when you are not feeling inspired? (feel - love)

## Generous Giving

- What has been the most helpful learnings you've had through GG about generosity? What assumptions about money did you hold that you have had to unlearn? ☐ How has this learning rearranged some of your fundamental beliefs and values about generosity?  
(know - believe)
- What have you been doing since GG to make generosity a lifestyle? What areas of application to the principles of GG continue to be a struggle for you? ☐ How are you wrestling with making generosity a lifestyle? What does the pathway look like for you to integrate generosity into all parts of your life? (do - become)
- How are you experiencing joy in generosity since GG? Where do you continue to struggle feeling joy? ☐ How has that created freedom for you in giving? In what ways do you still feel locked up about giving?  
(feel - love)



# Interviewing

- 30 to 60-minute interview (in person, zoom, phone)
- Guided by the interview protocol
- Recorded and transcribed (otter.ai)
- Analysis
- Meta-themes and findings


# Breakout Room (12 minutes)

1. What is one idea that is resonating with you?
2. What is one way you want to improve in your evaluation?

## Guidelines for engagement

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## Register for upcoming events



**Evi Rodeman**  
Live Learning

**Leading through the fog**

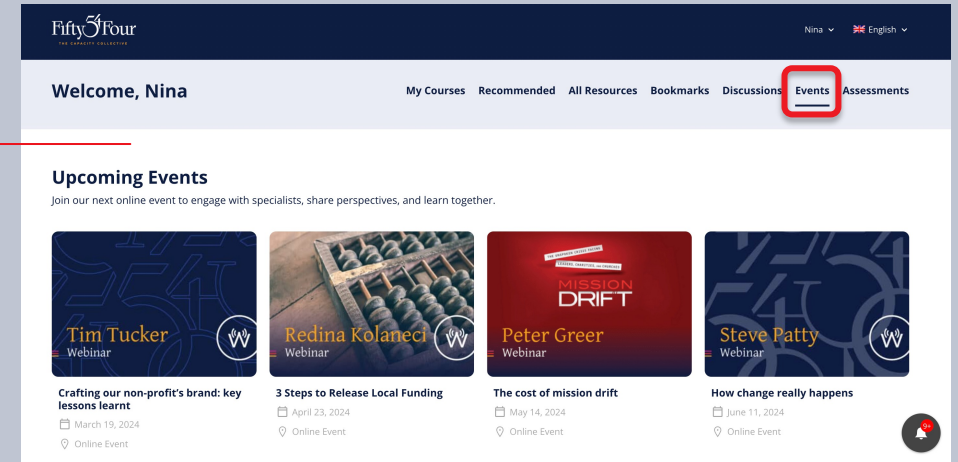
July 9, 2024  
Online Event



**Shelley Trebesch**  
Live Learning

**Creating an inspiring work environment**

August 13, 2024  
Online Event



Navigation: My Courses, Recommended, All Resources, Bookmarks, Discussions, **Events**, Assessments

**Upcoming Events**  
Join our next online event to engage with specialists, share perspectives, and learn together.

- Tim Tucker** Webinar: Crafting our non-profit's brand: key lessons learnt (March 19, 2024)
- Redina Kolarac** Webinar: 3 Steps to Release Local Funding (April 23, 2024)
- Peter Greer** Webinar: The cost of mission drift (May 14, 2024)
- Steve Patty** Webinar: How change really happens (June 11, 2024)

## Enrol in related courses



**Impact Management**

**1 Course**

**Collecting impactful qualitative data**

Learn how to seek data on the qualitative change in people. This means that you are paying attention to significant shifts in their...

[View Courses](#)




**Impact Management**

**1 Course**

**Collecting impactful quantitative data**

Learn how to seek data on how people are thinking differently, behaving differently, and feeling differently as a result of your...

[View Courses](#)



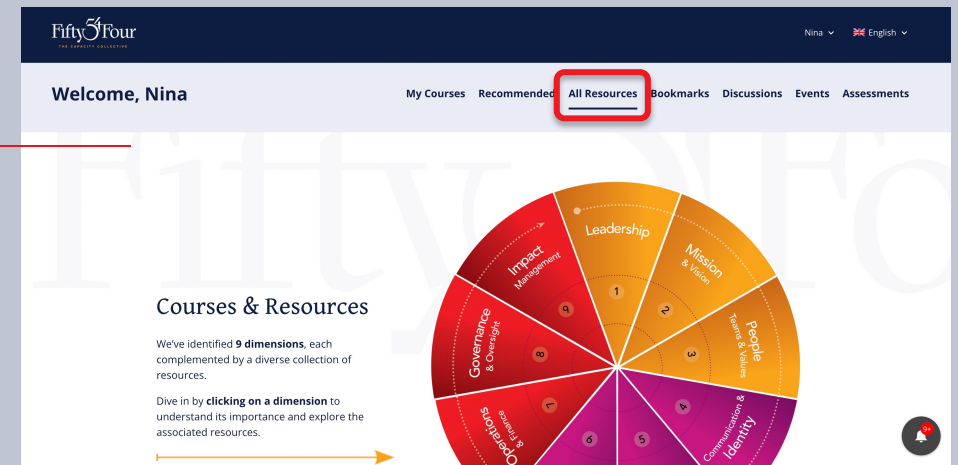
**Impact Management**

**1 Course**

**Responding to impact data**

Responding to findings honours the voice of your participants. It demonstrates that you are a responsive, learning organisation. It...

[View Courses](#)




Navigation: My Courses, Recommended, **All Resources**, Bookmarks, Discussions, Events, Assessments

**Courses & Resources**

We've identified **9 dimensions**, each complemented by a diverse collection of resources.

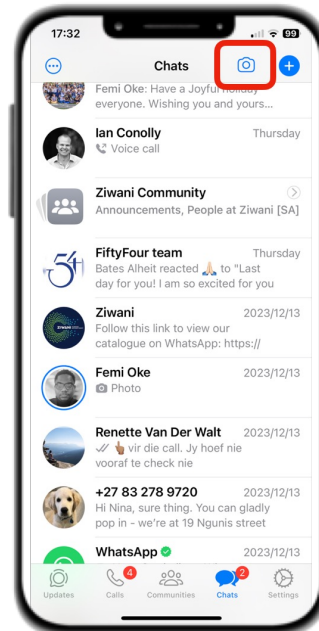
Dive in by **clicking on a dimension** to understand its importance and explore the associated resources.



# Join leaders learning together

1

Open WhatsApp and click on the **WhatsApp camera**



2

Scan the **QR code** to join the group



Join leaders  
learning together



How to know you're making  
a difference  
WhatsApp group



[www.fiftyfourcollective.com](http://www.fiftyfourcollective.com)

[nina@fiftyfourcollective.com](mailto:nina@fiftyfourcollective.com)



Assessments



Courses  
& Resources



Live learning



WhatsApp learning  
community

Thank you

