



# Five principles to ensure good evaluation

*Lynsey Kidd*

We help the third sector and funders  
measure and report on their impact  
and use learning to improve practice  
and inform policy.

# Why Evaluate?

Show the  
Difference

Learning &  
Developing

Focus Resources

Influence Policy

**CELEBRATE**

Is my  
evaluation  
good  
enough?





Good  
enough for  
what?





# 5 principles to ensure good evaluation

*good  
evaluation  
should...*

Be about what matters



- ✓ The focus of evaluation is **outcomes** – what difference you make (or not), how you make that difference, and to whom.



*good  
evaluation  
should...*

Fit the way you do your work



- ✓ Methods and recording are as **easy** as possible for **everyone**.
- ✓ Evaluation happens as **part of** your service delivery.

*good  
evaluation  
should...*

Involve the people you support



- ✓ People can give **feedback**, **reflect** and feel **included**.
- ✓ They can **lead** an aspect of evaluation if they want.
- ✓ Your evaluation does **no harm**.

*good  
evaluation  
should...*

Be used by you



- ✓ To understand the **value** of your work and to **celebrate**.
- ✓ To **improve**.
- ✓ To **plan** what to do next.

*good  
evaluation  
should...*

## Be communicated well



- ✓ Funders, policy makers, and other stakeholders are **convinced** and able to use your evaluation to **take action** themselves.

***Good  
evaluation  
should...***



Be about what matters



Fit the way you do your work



Involve the people you support



Be used by you

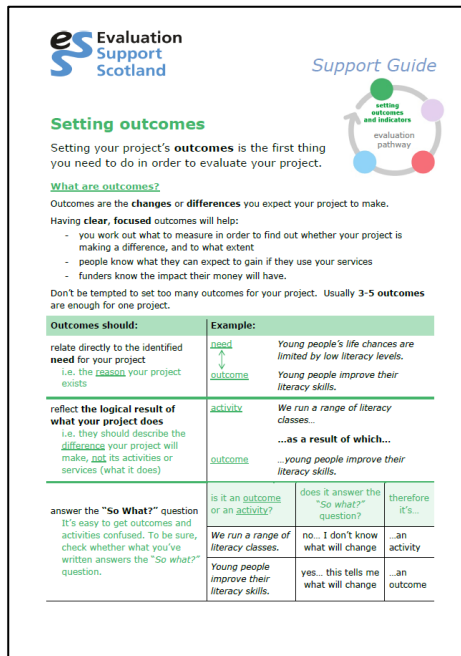


Be communicated well

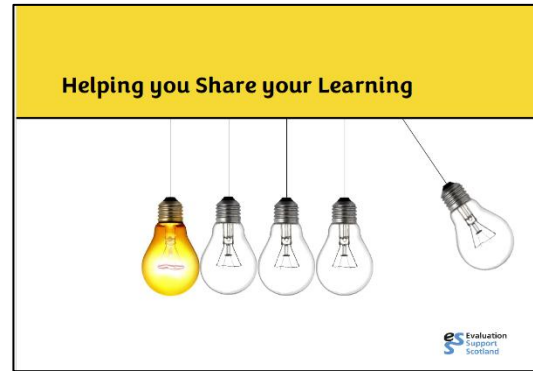
# What Next?



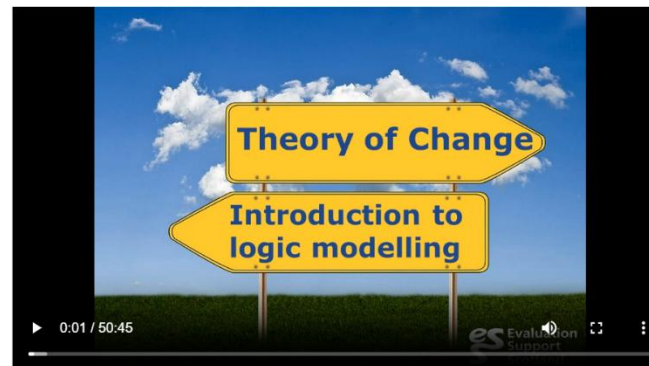
# Free resources – [www.evaluationsupportscotland.org.uk](http://www.evaluationsupportscotland.org.uk)



support guides

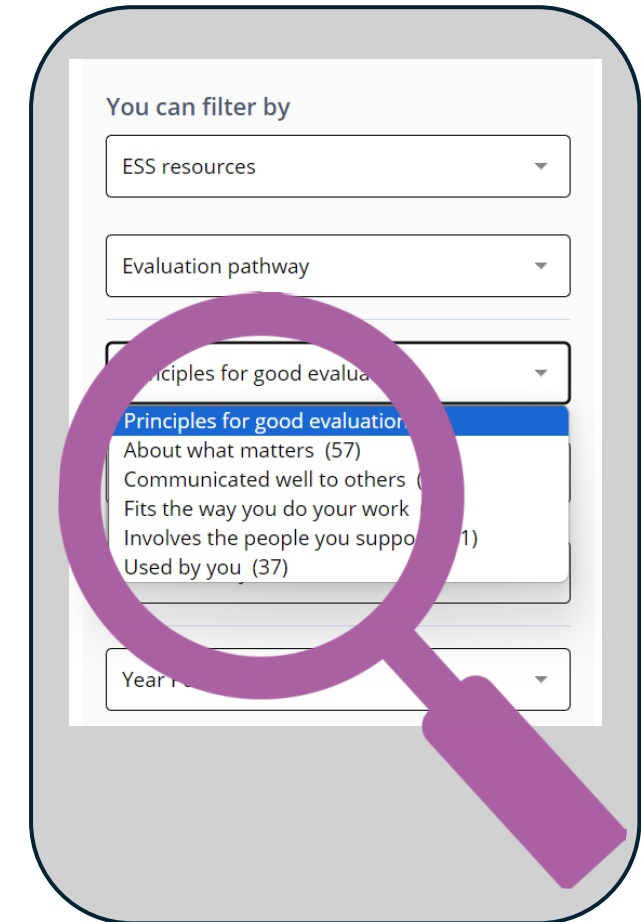


workbooks & templates



webinars

## methods sheets



# Open Workshops

## Let's Evaluate!

- Getting Started
- Make to Measure
- Telling my Story

## Evaluating Policy Influence

**COMING SOON!!**

**Evaluating Prevention**

**Introduction to  
Evaluation Basics**

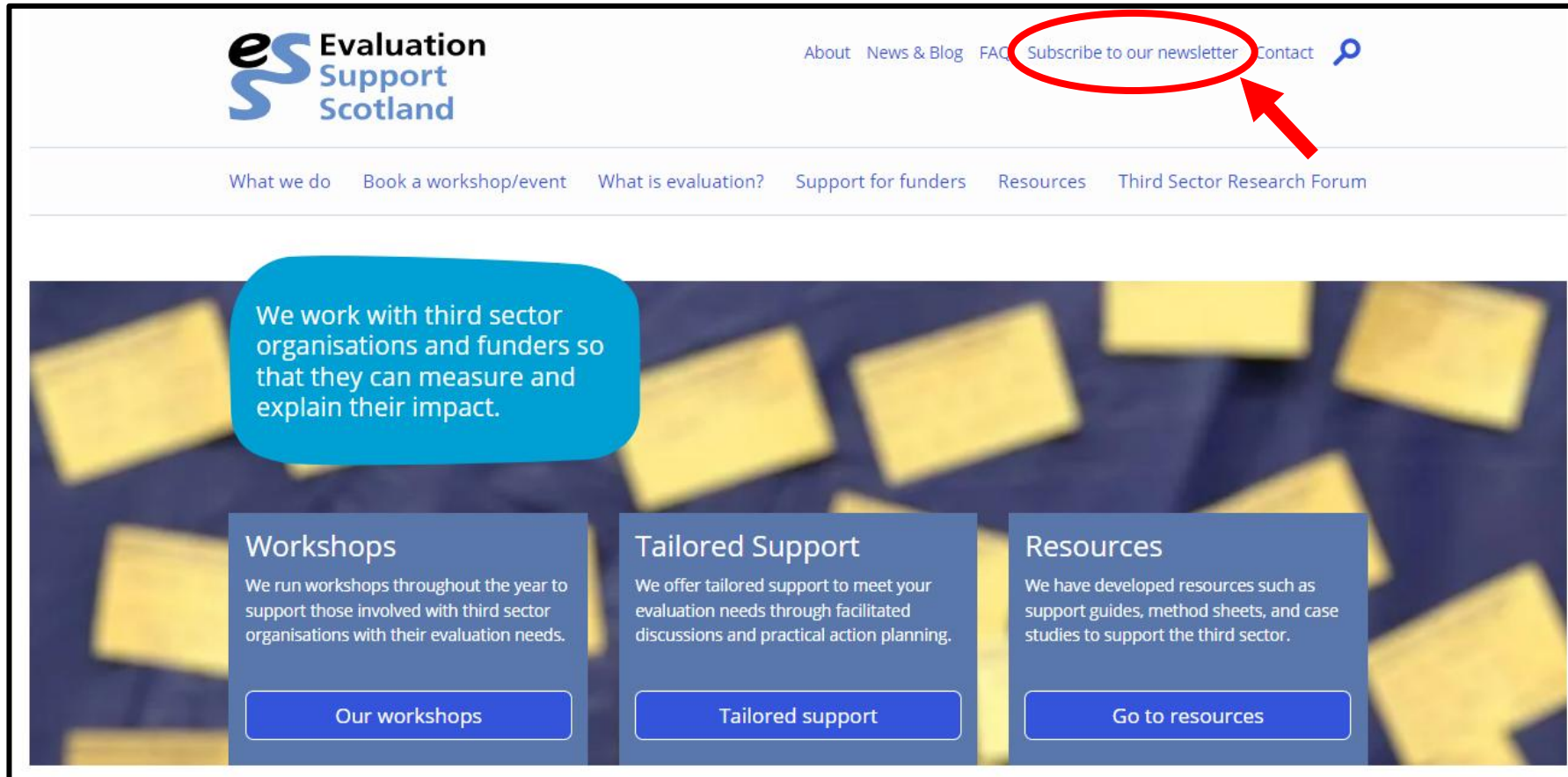


# Tailored Support



A facilitated session  
focused on your  
evaluation challenges.

# www.evaluationsupportscotland.org.uk



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