Click4it Wiki – Toolkit

Setting outcomes

Step by Step

1. Take care about time
   - Allocate a realistic amount of time to develop your outcomes.
   - Make sure you have enough time to test and review your methods.
   - Keep in mind that setting outcomes is an ongoing process, you might need to change them over time.

2. Collect all resources needed in terms of
   - Financial resources;
   - Staff with particular skills;
   - IT system able to manage outcomes information.

3. Consider people issues
   - Involve actively those who lead your organization (executive director, senior managers…)
   - Choose one person to lead the process.
   - Make sure staff is willing to change.

4. Relate outcomes to your activities
   - Take into consideration the activities run within your project.
   - Set outcomes which describe changes likely to occur.

5. Consider timescale
   - Set only outcomes achievable in the lifetime of your project.
   - If longer-time outcomes are unlikely to be achieved, identify intermediate outcomes.

6. Set SMART outcomes
   - Make sure your outcomes are Specific, Measurable, Achievable, Realistic and Time-Based.

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7. Prepare for unwanted or unexpected outcomes
   - Monitor the whole process in order to make sure you record any unexpected outcomes which might occur. If they are positive outcomes, you may want to repeat them. If they are negative, you may be able to reduce them.

8. Keep it simple
   - Your work may produce too many outcomes to be monitored. Therefore, it is crucial to prioritize them and ensure you collect information on the most important ones.

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