

Building buy-in with your board, your staff, and your partners:



**ADDRESSING COMMON CONCERNS ABOUT
INVESTING TIME AND ENERGY INTO
EVALUATION**

A few really important things...



1. Get buy-in first.
2. Make sure you and your partners understand your program clearly and consistently.
3. Ask powerful questions.
4. Share what you've learned.

*Consultation
Partnership Building
Achieving Buy-in*

Connecting

*Program Design
and
Implementation*
Acting



Visioning and
Reflecting



Listening

*Program Planning;
Strategic Planning;*



*Needs Assessment
Outcome Evaluation*

Why are people not interested in outcome evaluation?



| We tend to assume: | But the real reasons may be: |
|--|--|
| They don't have the training to understand | They know that the big decisions aren't really based on outcome measurement findings (despite the rhetoric). |
| They aren't interested in learning | They see measurement as complicated, dry and boring. They don't see how it will help them to learn. |
| They've got something to hide | They worry that people won't understand the context. They are afraid of being unfairly judged. |
| They are too busy | They see no tangible "payoff" for the significant time investment. |