

# Making Your Evaluation “Worth It:”



**SHARING FINDINGS**

# Its all about “messaging”



- **The key to powerful communication about evaluation findings is to know:**
  - Who your audience is
  - What that audience is already passionate about, and how that passion connects to your work
  - How you want them to act with the knowledge you give them
  - How you can present your information in the way that maximizes the chances of them acting

# Messaging is creative



- While data analysis is very linear and analytic, presenting findings requires creativity and imagination
- Make sure your main messages are clear. Most people remember about three ideas or messages at most when they read something....what do you want those three ideas to be?

## Some probes that help to get your “right brain” engaged in identifying main messages:



- If you had 30 seconds in an elevator to tell someone what you learned through your evaluation work<sup>\*</sup>, what would you say???

<sup>\*</sup>not what you should have asked, what you or your audience should do next, the reasons for unexpected findings, or the reasons why evaluation is hard I your context...

## Some probes that help to get your “right brain” engaged in identifying main messages:



- I try to imagine what someone smarter than me would do, and then I do that.” (Gene Hackman, The Heist)
- If the “me” that planned this evaluation could travel forward in time and look at these results, what would he/she say?