

Benefits of a focus on outcomes

A focus on outcomes means:

- ★ Identifying the changes you hope to bring about through the work you wish to do
- ★ Using appropriate monitoring techniques to measure what has been achieved as well as what you have done
- ★ Making good use of the outcomes information that you produce

It enables you to become more effective in achieving your aims by:

- ★ Keeping you focused on your aims and your clients or target group
- ★ Identifying what works well and what needs to be improved
- ★ Providing a basis for future planning

Other possible benefits include:

- ★ Increasing and sharing clarity about your organisation's purpose
- ★ Motivating staff, volunteers and users by providing evidence of progress
- ★ Increasing awareness and understanding of how change happens
- ★ Adding more structure and focus to service delivery
- ★ Increasing your ability to respond to the information needs of funders
- ★ More successful fundraising

Even smaller organisations can benefit from being clear about what they are trying to achieve and how they are going to measure their achievements.

- ★ Being clear about this will help you put together better applications
- ★ By recording the results and impact of the work you do, you provide a solid foundation for future work