


Setting the context
for evaluation while
having **FUN!**

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GOALS FOR TODAY

- **Objective 1** Participants will learn how to set the context for evaluation in an engaging way.
- **Objective 2** Participants will participate firsthand in an activity they can use with clients, students, or colleagues to help explain evaluation.
- **Objective 3** Participants will learn how to relate the fun activity to understanding and using evaluation results.



WHY ARE WE GOING AHEAD WITH THE PLAN WHEN THE DATA SAYS IT CAN'T SUCCEED?

I MANAGE BY INSTINCT AND GUT FEELINGS.

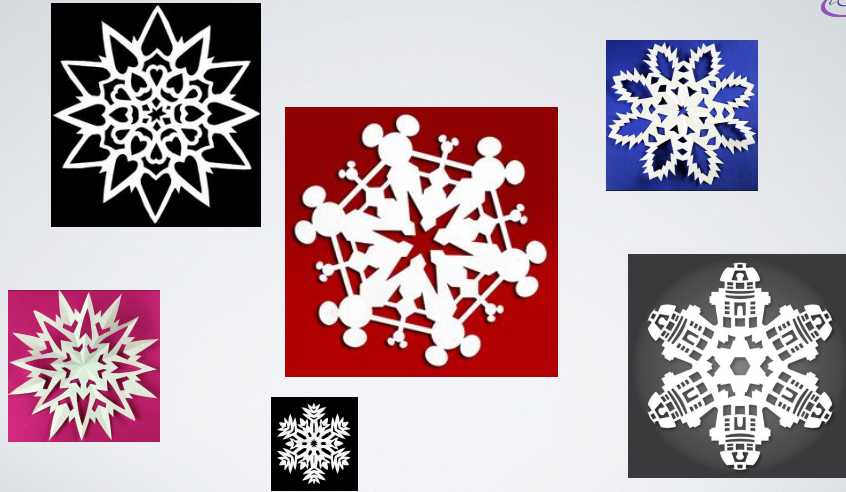
HOW'S THAT DIFFERENT FROM BEING INSANE OR STUPID?

MY GUT SAYS I SHOULD NOT LISTEN TO YOU.

THE COOKIE ACTIVITY

- **Task: Determine which is the BEST cookie and defend your decision**
- Which cookie did you determine was the best?
- How did you determine the definition of "best?"
- After hearing how other groups defined "best," would you change your definition?





THE SNOWFLAKE ACTIVITY

- Get into groups of 4-5 people
- Each group takes some paper and 2 pairs of scissors
- **Task: Make paper snowflakes to sell to the client (me!)**

STRATEGIC RESTRUCTURING

You have 5 minutes to consider what you sold and figure out an updated company strategy to be able to make more money by selling snowflakes.



ROUND 2

- You have 10 minutes to make new snowflakes to sell to me.
- You cannot use any previously made snowflakes.



SNOWFLAKE DEBRIEF



- Total up your earnings from both sales periods and share...
- How did your sales rounds go?
- What type of adjustments did you make for your second sales round?



SNOWFLAKE DEBRIEF



- Why do you think some groups did better or worse than others?
- What information would have been helpful for you to know to do better?



KEY LEARNINGS



- Making small improvements can dramatically improve outcomes.
- **How can you know if you're going the right way if you don't know where you're going?**
Knowing what your purpose is will help you be more effective and efficient in doing the work.

CONNECTIONS TO EVALUATION



- **Starting with evaluation in mind** at the beginning of a project can help the project be more focused throughout
- **Embedding evaluation in the work throughout** can allow for small program improvements that could lead to more positive outcomes
- **Asking your client or key stakeholders questions** along the way can significantly improve your work and lead to a better informed evaluation



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