



Brighter Strategies

Better process Brighter results

How do we measure exactly what we need?

Organizational Values:

Target Audience:

Evaluation Questions:

PART 1: CONSIDER THE IMPORTANCE OF YOUR OUTCOMES

Outcome	Relevance to Values	Relevance to Evaluation Question	Important for a target audience?	Essential or Nice to Have

PART 2: CONSIDER OUTCOMES TOGETHER WITH THEIR MEASUREMENT TOOL FOR A PRACTICAL CHECK

Outcome (measurement tool)	Essential (Y/N)	High Burden to measure (Y/N)	High Cost to collect (Y/N)	Final Metric (Y/N)