



## Event Details

**Fee:** AU\$ 1,380 + GST

**Early-bird discount:** A 10% discount applies for confirmed registrations made before the scheduled payment date.

**Group Discount:** 10% discount for each participant from the same organisation after the first registration.

**Course Code:** PE

## How to Register

**Online:** [www.balancedscorecardaustralia.com](http://www.balancedscorecardaustralia.com)

**Or obtain a registration form via email:** [admin@bscaustralia.com](mailto:admin@bscaustralia.com)

**Phone enquiries:** 03 9607 8530

## 2018 Dates & Locations

WELLINGTON, NZ: 15-16 February

MELBOURNE: 1-2 March

BRISBANE: 17-18 July

AUCKLAND, NZ: 16-17 August

SYDNEY: 22-23 November



# MASTERCLASS: PRACTICAL PROGRAM EVALUATION

**Gain an understanding of how program evaluation can be gainfully used to improve organisational performance and access to best practice evaluation tools and approaches**

**A two-day course for managers and program evaluation practitioners who want to understand and carry out successful evaluations of their programs**

An essential element of good strategy management is the evaluation of programs including strategic initiatives. When carried out well, there are a range of benefits including improvements in initial program design, ongoing identification of areas for program improvement, an assessment of program outcomes and impacts, improved accountability, and an evidence base that can be used to secure program funding.

While there has always been a need for rigorous evaluation of programs and strategic initiatives by organisations across all sectors, this need has become much more apparent over the past few years. This has been most evident in the not-for-profit and public sectors where funding is increasingly tied to the demonstration of outcomes. This Master Class aims to address this growing need by equipping participants to effectively evaluate their own programs, a critical element in effective strategy management.



## Learning Objectives

Gain the relevant knowledge and practical skills to be able to oversee and implement evidence-based program evaluations.

## Approach

This masterclass is conducted in an interactive manner with group-based brainstorming and hands-on exercises. Extensive use will be made of case studies and, where appropriate, participant programs.

## Who Should Attend

Organisational leaders, people involved / to be involved in program evaluation, performance analysts.

For Registrations and Enquiries:

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## Course Leader

### Dr Bob McDonald

BSc (Hons) PhD

Senior Associate

Balanced Scorecard Australia

Balanced Scorecard Institute

Managing Director

BMcD Consulting



Bob has extensive experience in program evaluation including leading evaluations as well as training and mentoring others in this field within Australia, Asia and the Pacific. With a PhD in science and experience as a researcher and analyst, Bob brings a strong scientific and evidence-based approach to his work, ensuring that best practice approaches are adopted, while at the same time always looking for new and creative ways of supporting organisations to excel. Besides evaluation, his other main skills are in the areas of effective strategy development and implementation, quantitative and qualitative data analysis, performance measurement and management. He is passionate about capacity building and supporting organizations to be high performing and delivering sustainable outcomes that exceed their expectations.

Bob has worked in private, public and not-for-profit sectors in a diverse range of areas including manufacturing, tertiary education, health and overseas development. He has a relaxed style to training and workshop facilitation and is committed to helping people acquire and implement new skills.

## About BSA

BSA provides consulting services to commercial, government and non-profit organisations in applying best practices in balanced scorecard and strategic performance management and measurement.

BSA has clients in all Australian states and across South East Asia.

Our highly experienced consultants combined with the long consulting experience of our affiliate partner – the US Balanced Scorecard Institute – enables BSA to provide superior knowledge and resources to individuals and organisations – small and large – that wish to commence or continue with the development of a balanced scorecard system, or who may wish to refresh and renew their existing system.

# PRACTICAL PROGRAM EVALUATION MASTERCLASS

## Course Outline

### DAY 1

- i. **An overview of strategy management and the critical role of program evaluation**
- ii. **What is program evaluation and when should it be undertaken?**
- iii. **Evaluation planning and design**
  - Types of evaluation and how to choose the most appropriate approach
  - Developing an evaluation team
  - Identifying and engaging stakeholders
  - Identifying primary and secondary evaluation questions
  - Developing program logic models
  - Ethics considerations
  - Evaluation capacity building
  - Developing the evaluation plan
- iv. **Practical data collection**
  - Understanding the different types of data that can be used in an evaluation
  - Deciding what is the critical data to answer the evaluation questions
  - Conducting semi-structured interviews and focus groups
  - Developing and conducting surveys
  - Documentary analysis
  - Developing case studies and the use of stories
  - Identifying reliable performance measures
  - Quantitative data collection approaches

### DAY 2

- v. **Data analysis**
  - An overview of data analysis
  - How to choose the appropriate methodology
  - Analysing qualitative data
  - Analysing quantitative data
  - Statistical analysis
  - Developing and using control charts
  - Cost effectiveness and cost benefit analysis
- vi. **Reporting the evaluation results**
  - Evaluation reporting options
  - How to attractively and meaningfully present qualitative and quantitative results
  - Development of recommendations
  - Communicating the findings
- vii. **Using the findings to make a difference**

**Feedback** by several international leaders about a large program evaluation overseen by Dr McDonald included the following comments:

- *'Excellent evaluation ... incredibly comprehensive and a huge contribution to international learnings'*
- *'Absorbing, thorough, comprehensive, honest, balanced qualitative and quantitative'*
- *'Excellent model of evaluation'*
- *'Thrilling, excellent use of data'*
- *'Fascinating'*