



Event Details

Fee: AU\$ 1,575 + 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

Or obtain a registration form via email:
admin@bscaustralia.com

Phone enquiries: 03 9607 8530

2017/18 Dates & Locations

SYDNEY: 2-3 November 2017

WELLINGTON, NZ: 15-16 February 2018

MELBOURNE: 1-2 March 2018

BRISBANE: 17-18 July 2018

AUCKLAND, NZ: 16-17 August 2018

SYDNEY: 22-23 November 2018



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.

Course Leaders

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.

Cornelius Chirairo

MSc Strategic Planning,

MBA, CAHRI, MCIPD

Senior Associate

Balanced Scorecard Institute



Cornelius is a strategy and performance expert with more than 20 years' management and consulting experience. He has strong technical expertise in developing strategy, performance and evaluation frameworks. He has supported leadership teams in international aid agencies, NGOs, NFP organizations, government entities and private sector organizations to build capacity for achieving sustainable social impact. He has facilitated the implementation of a strategy and performance management system in more than 20 government of Botswana entities, including supporting heads of departments to embed clearly measurable strategic objectives that link into departmental and employee performance plans. The Botswana Government intervention is a well-referenced case study of a successful Whole of Government performance improvement program. More recently he has led the successful implementation of an integrated strategy and performance management system for World Vision in Southern Africa across nine countries. This is a full Balanced Scorecard implementation covering strategic assessment, strategy development, automation, cascading, performance analysis and reporting.

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'*