

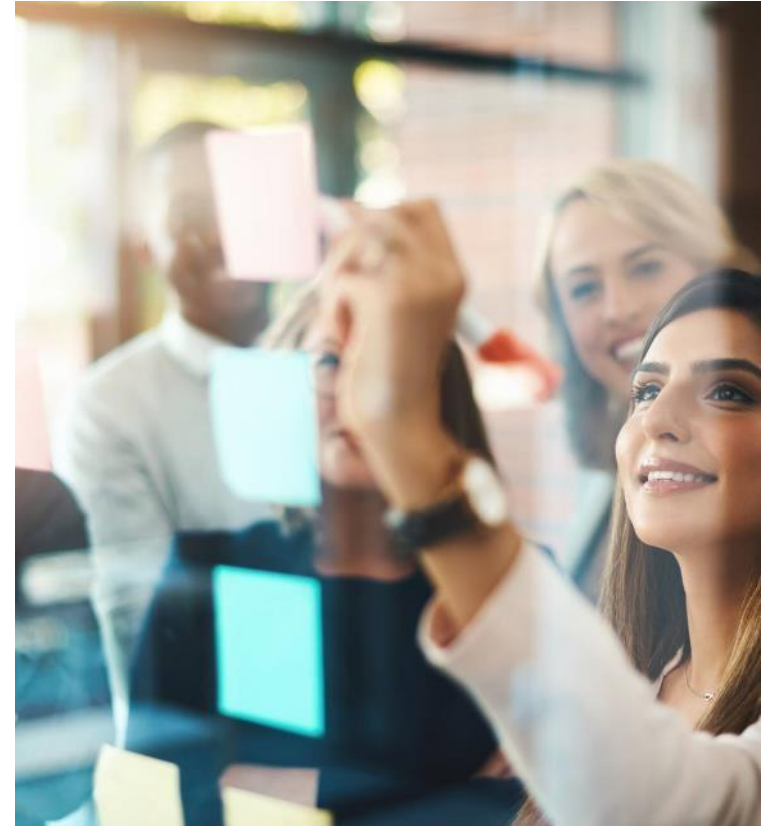
What is an Evaluation Culture?



Presentation focus

- ✓ What is an evaluation culture?
- ✓ Benefits of embedding an evaluation culture across your organisation
- ✓ Practical steps to building an evaluation culture
- ✓ How to start building an evaluation culture





What is an Evaluation Culture?



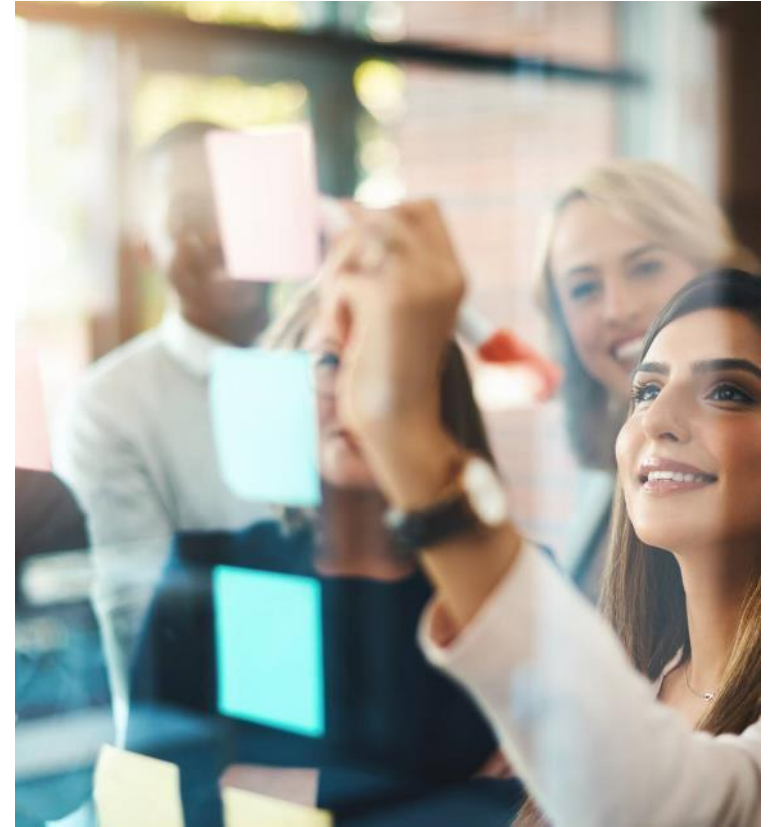
An evaluation culture is about embedding evaluation into everyday activities, rather than treating it as a one-off or compliance exercise

An evaluation culture encourages all members of an organisation to value, seek, and use evidence to guide policies and practices

Evaluation culture – what are the benefits?

- **Improved decision-making based on robust evidence**
- **Greater transparency and accountability**
- **Enhanced organisational learning and innovation**
- **Better alignment between activities and strategic goals**
- **Stronger stakeholder confidence in organisational outcomes**

Embedding evaluation enables teams to reflect on outcomes, learn from experiences, and make informed decisions based on evidence



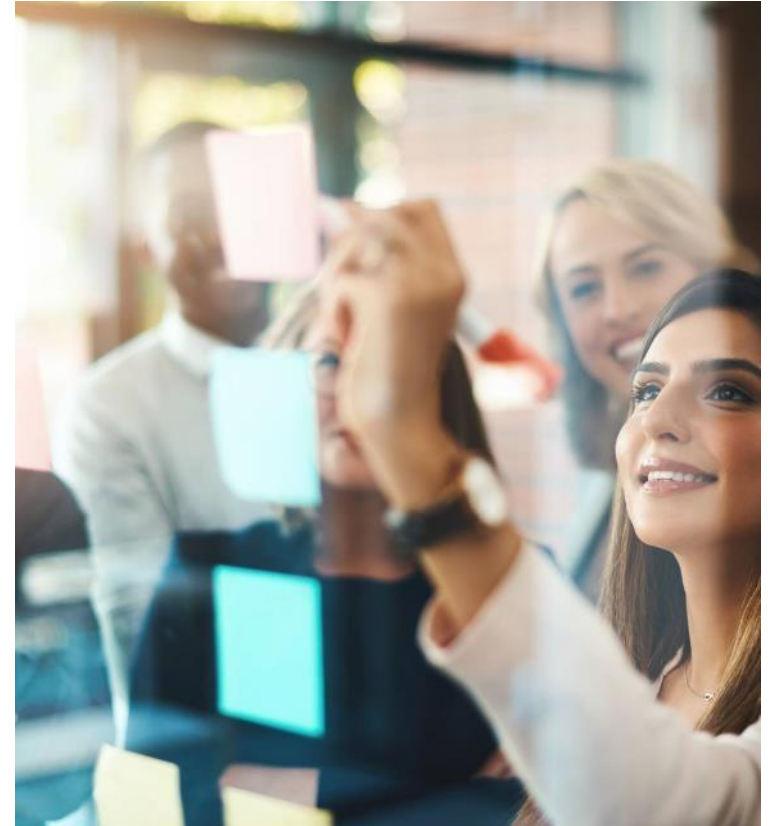
What are the practical steps to creating an evaluation culture?

Six key steps to creating an evaluation culture

- 1. Leadership commitment** - senior leaders must actively champion evaluation, integrating it into the organisation's mission, vision, and values
- 2. Clear policies and frameworks** - develop and disseminate organisational policies that outline the role of evaluation in decision-making and planning
- 3. Build evaluation capacity** - provide training for staff at all levels on evaluation methods and the use of evidence/develop internal resources, such as toolkits and guidance documents, to support evaluation activities

Six key steps to creating an evaluation culture

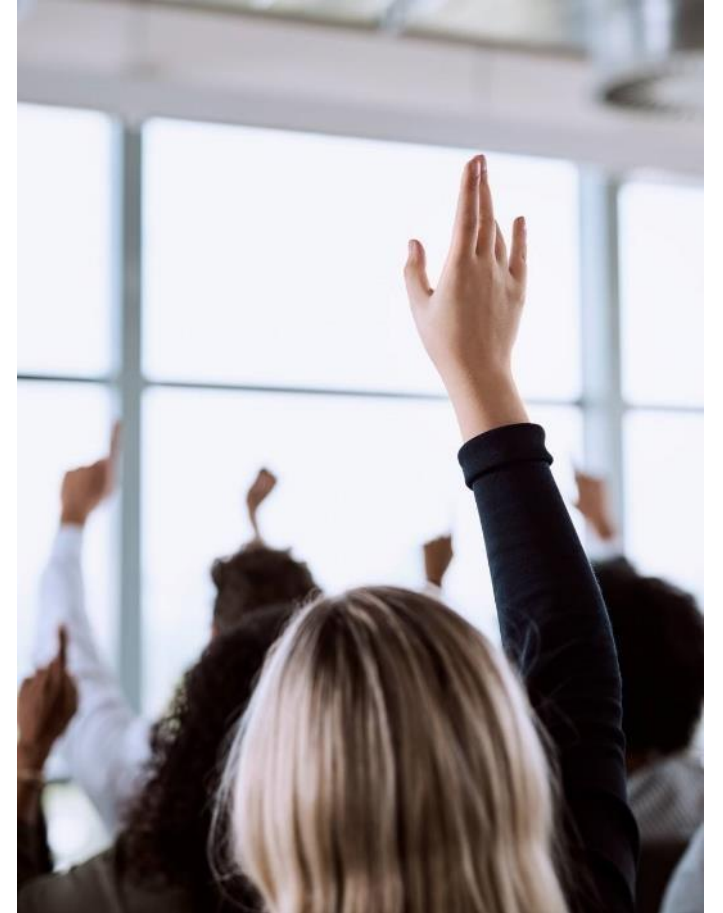
- 4. Integrate evaluation into strategic planning** - regularly review progress towards strategic goals using evaluation findings, adjusting plans as needed
- 5. Promote collaboration and learning** - encourage knowledge sharing across teams and departments, for example, host regular workshops, seminars, or 'evaluation clinics' where staff can discuss findings, challenges, and best practices
- 6. Use evaluation evidence effectively** - develop feedback loops so that evidence informs not only new policies but also ongoing implementation and refinement of existing initiatives



How do you start to build an evaluation culture?

Next steps

Assess your organisation's current evaluation practices and identify gaps



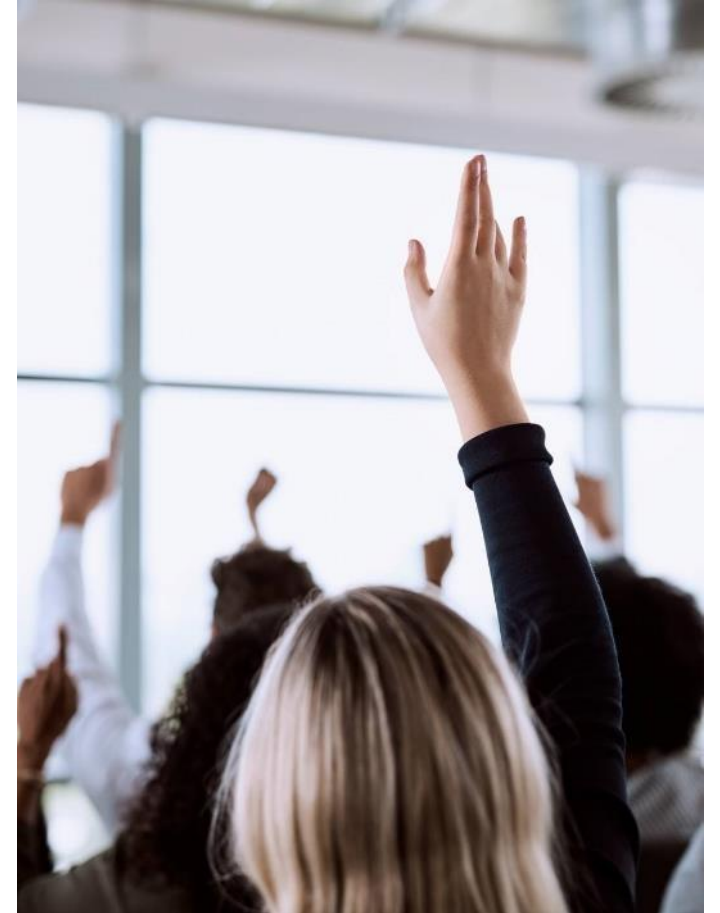
Next steps

Engage leaders and staff in dialogue about the value of evaluation



Next steps

Develop an action plan to integrate evaluation into strategic and operational processes



Next steps

Monitor progress and
celebrate achievements to
maintain momentum

