

# Measure



## Measure, Learn, Prove: three packages... one journey

Gathering data, unlocking its meaning and using it to demonstrate the effectiveness of your work are three aspects of a single journey. The destination is a place where you can improve the outcomes you achieve.

GtD's *Measure*, *Learn* and *Prove* packages are important stages on the journey, but where you embark and disembark is up to you. You can move between them in any order you like, and travel a long or short distance through each.

### Measure

*Helping you unlock the potential of your data*

Your organisation knows that accurate data can help it understand how services are delivered. But releasing this potential can be difficult – even if you have sophisticated case management systems at your disposal.

GtD's *Measure* package contains everything you need to realise the potential of your data. It helps you decide what to measure and what data to collect - and provides the analyses to solve problems and achieve better outcomes. It doesn't just give you data, it gives you data you can use.

In delivering this package GtD will:

- Take time to understand what your organisation does, the resources at its disposal and the

Theory of Change (ToC) behind your desired outcomes.

- Develop clearly defined measures of what is important to you.
- Collect the data you need to monitor your activities on an ongoing basis.
- Provide analyses to demonstrate the value of your social impact.

#### **Clear, meaningful and useable data – the difference *Measure* makes**

Like many of our clients, you may have invested in expensive case management systems or previously used data experts. But have the resultant data quantified the things that really matter to you? At GtD we know that data needs to be relevant and readily understood by busy practitioners who are expert in their own field... not just data professionals.



1

### Theory of Change (ToC) developed

Through reviewing relevant literature and qualitative research with key staff

2

### Outcomes Framework

Define how to evidence the ToC with measures of outputs and outcomes

3

### Produce data collection questionnaires

Bespoke designs or use existing measures / assessment tools or both

4

### Implement data collection process

Review and update forms, and support new data collection process

GtD's *Measure* package does much more than measuring contacts with the people you help. It can help you to evaluate the strength of relationships between your staff and their clients – so you can understand **how well** you're doing, not just **how much** you're doing.

*"You are collecting data, but don't know how to unlock its true value. Measure can do this for you"*

## ValidATA

**the tool that makes the journey happen**

ValidATA is GtD's performance information tool that smoothly integrates all three of our packages. As a key element of the *Measure* package, ValidATA has been developed using Microsoft Access and Excel to provide a cost-effective solution to collecting and analysing data. We'd be pleased to demonstrate exactly how the tool works and the

part it plays within the full spectrum of our services.

Getting started with our *Measure* package will cost from just £2965.

### Choose your direction of travel from here

*Measure* smoothly integrates with our other two packages, *Learn* and *Prove*. How you choose to manage the journey from *Measure* to either or both of these packages is up to you – join them at any point, and move backwards and forwards through them as you choose.