Outcome Mapping

What is outcome mapping?

- A participatory method for planning, monitoring and evaluation
- Focuses on changes in behaviours of those with whom the project or program works
- Oriented towards social and organizational learning
Assumptions underlying OM

Different perspectives coexist

People build their own well-being

Projects adjust based on learning

Interrelationship creates resilience

Source: Terry Smutylo
Three key concepts in OM:

1. Sphere of influence
2. Boundary partners
3. Outcomes understood as changes in behaviour
There is a limit to our influence
More OM concepts

- **Vision** – reflects large scale development-related changes and broad behavioural changes in key boundary partners

- **Mission** – describes how the program intends to support the vision

- **Outcome challenge** – describes how the behaviours, relationships, activities or actions of an individual, group, or institution will change if the program is successful

- **Progress markers** – indicators of changed behaviours for a boundary partners that focus on the depth or quality of change
THREE STAGES OF OUTCOME MAPPING

INTENTIONAL DESIGN
- STEP 1: Vision
- STEP 2: Mission
- STEP 3: Boundary Partners
- STEP 4: Outcome Challenges
- STEP 5: Progress Markers
- STEP 6: Strategy Maps
- STEP 7: Organizational Practices

OUTCOME & PERFORMANCE MONITORING
- STEP 8: Monitoring Priorities
- STEP 9: Outcome Journals
- STEP 10: Strategy Journal
- STEP 11: Performance Journal

EVALUATION PLANNING
- STEP 12: Evaluation Plan
# Four key planning questions

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OM Resources & Examples

- www.outcomemapping.ca
- www.mapeodealcances.net