ANDE Metrics Conference: Using Outcome Data to Guide Strategic Decisions

Facilitator: Amelia Greenberg, SPTF

12 June 2018

Agenda

• Welcome and introductions (10 min)
• Overview of SPTF resources on outcomes (5 min)
• Exercise 1: What kind of outcomes data do you / your partners need? (15 min)
• Brainstorm: What makes analysis difficult? (10 min)
• Exercise 2: Possible solutions to common obstacles (15 min)
• Conclusion (5 min)
Overview of SPTF resources on outcomes

- Making the Case for Outcomes Management to Financial Service Providers (FSPs)
- Guidelines on Outcomes Management for Financial Service Providers
- Guidelines on Outcomes Management for Investors
- List of recommended indicators
- Webinars

https://sptf.info/working-groups/outcomes

The attrition factor

- Target population [100]
- Know about intervention
- Take part
- Acquire knowledge
- Change attitude
- Change behaviour
- Outputs – use services
- Outcomes achieved

- What is needed to help more people get to the end of the process?
- Measure not just the end result, but progress at each step.
Exercise 1: What kind of outcomes data do you need?

- What questions do you want to answer?
  - Social
  - Business-related
- What outcomes data specifically would help us to answer those questions?
- Why are other types of data not sufficient?

(15 min)

Exercise 1: What kind of outcomes data do you need? Possible answers.

Social:
- Who are your clients? (different from what you expected? Not what you hoped?)
- Are we benefitting clients? If yes, how much?
- In what way are the clients benefitting? Is it the way we intended?
- Are some clients not benefitting?
- How much time does it take to achieve a certain type of outcome?
- What percent of our clients is it realistic to think can benefit?
- Training – materials you post in offices, curricula you use

Business:
- Do I serve clients in sector A or B?
- Product design
- Marketing
- At risk behaviors – which clients are mostly likely to exit, and I can intervene?
- Partnerships – which ones?
- Non-financial services
- Ongoing monitoring
- Staff retention/satisfaction
- Reputation of the business
- Risk management (if you extend credit)
- Matching the right products and services to the right type of client
Brainstorm: What makes analysis difficult?

(10 min)


• Do you have targets? Did you not set them because you felt you had insufficient basis for setting them?
• Maybe you measured the wrong thing.
• You don’t know for sure why clients are using your products and services. Did you talk to clients in advance about their goals?
• Are your assumptions wrong? Have you ever tested them?
• Your investors ask you to measure something that is not relevant to you
• You didn’t let enough time elapse
• Is your result good? Is it bad? You have no benchmarks.
• You need to combine outcomes data with other data before you can learn what you need to know.
• You get pushback from others, who say your data are likely wrong or unreliable.
• What you measured is too complicated (e.g., you had a high rate of dropout, dramatic change in context, irregular data collection)
• A study done by someone else on the same topic yielded different results from mine. Why?
Exercise 2: Possible solutions to common obstacles

- You don’t know what is causing the outcome you’ve measured
- You don’t know how to fix the problem
- You suspect the data are wrong
- You don’t have control over what you think needs to change
- Your staff has minimal capacity for data analysis

(15 min)

Thank you!

- Please contact SPTF to stay in touch on outcomes: ameliagreenberg@sptf.info