FUN & PRACTICAL EVALUATION TRAINING!

MEASURING THE MAGIC:
INNOVATIVE & ENGAGING EVALUATION TOOLS
FOR EXTRAORDINARY ORGANIZATIONS!

"For the first time EVER I actually ENJOYED a presentation on evaluation. I loved how you mixed in humor and content. Thanks for making this the very BEST workshop at our statewide conference!"
- Non Profit Board Chair (Jacksonville, FL)

"LOVED this presentation - from the music to the laughter - I can’t wait to surprise my staff with these new ideas!"
- Community Foundation President (Philadelphia PA)

Looking for an innovative, tool-filled, and fast-paced workshop that is based on REAL strategies? This could be your answer! Now taking training dates for the next six months—but please contact us soon as our calendar is filling fast with sporadic dates remaining!

This fast-paced and highly interactive workshop presentation can be custom-tailored to the conference audience. With over 15 years of training to over 150,000 adults and youth, Leading To Change speakers are well-versed to bring a high-energy, comedic, motivational, thought-provoking, and most importantly, catalytic (i.e. now let’s go DO SOMETHING with this information) presentation!

"Measuring Magic" presentation includes:
- RIC FLAIR’s Approach to Eval
  (Bring on the WOO-HOO to your staff)
- Fundamentals of Measurement
  (A quick tour of the 4 KEY questions you must ask when conducting any kind of organizational assessment – and WHY!)
- 12 Part Evaluation Strategies
  (Rapid-fire demo of 12 NEW eval methods)
- Over 20 different examples & products!

For more information on the “Measuring Your Magic Evaluation Strategies” presentation or any of Leading To Change training services, please visit us online at www.LeadingToChange.com or contact us at the e-mail or phone number listed below! We look forward to your call.
Welcome to today's presentation!
Enjoy the music – we'll start shortly.

Presenter Backgrounds
- 40+ years in Staff Development, Non-Profit Management, Strategic Planning/Inclusion
- Roots in Juvenile Justice, OST, Education,
- Developed/trained programs in 30+ states to over 150,000 adults & youth participants (600 presentations in 2018)
- Partners with NC CAP/Public Forum and Synergy Conference for 10+ years!
# MEASURING THE MAGIC

## Innovative Program Evaluation

### Agenda
- Rick Flair on Evaluation
- Woo Hoo!
- Evaluation Revisited
  - Formative, Summative, Superlative?
- Innovative Tools & Techniques
  - Relative % - Scales - Pre Post - Forced Choice
  - Word Café - Graphic Facilitation - Quilt Squares
  - Data Collage - Dot Inv - Photo Voice - Mapping
- Closing Evaluation Tool
  - Assessment by Oreo!

### Evaluation Revisited

<table>
<thead>
<tr>
<th>Program Stage</th>
<th>New Program</th>
<th>Established Program</th>
<th>Mature Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent is the need being met? What can be done to address this need?</td>
<td>Is the program operating as planned?</td>
<td>Is the program achieving its objectives?</td>
<td>What predicted and unpredicted impacts has the program had?</td>
</tr>
</tbody>
</table>

## For More Info
- Visit us on our website leadingtochange.com
- or by receiving monthly emails and becoming a FAN on Facebook!
MEASURING THE MAGIC

Innovative Program Evaluation

Selecting Appropriate Methods

<table>
<thead>
<tr>
<th>Evaluation Level</th>
<th>Focus</th>
<th>Measurement Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. REACTION</td>
<td>Participant perceptions of</td>
<td>• rating scales</td>
</tr>
<tr>
<td></td>
<td>• satisfaction</td>
<td>• focus groups</td>
</tr>
<tr>
<td></td>
<td>• usefulness</td>
<td>• structured interviews</td>
</tr>
<tr>
<td></td>
<td>• motivation</td>
<td>• surveys</td>
</tr>
<tr>
<td>2. LEARNING</td>
<td>Acquisition of</td>
<td>• pre- and post-tests</td>
</tr>
<tr>
<td></td>
<td>• knowledge</td>
<td>• essay questions</td>
</tr>
<tr>
<td></td>
<td>• skills</td>
<td>• case study analyses</td>
</tr>
<tr>
<td></td>
<td>• attitudes</td>
<td>• simulations and role playing</td>
</tr>
<tr>
<td>3. TRANSFER</td>
<td>Real life transfer of</td>
<td>• record reviews and audits</td>
</tr>
<tr>
<td></td>
<td>• knowledge</td>
<td>• surveys</td>
</tr>
<tr>
<td></td>
<td>• skills</td>
<td>• observations</td>
</tr>
<tr>
<td></td>
<td>• attitudes</td>
<td>• checklists</td>
</tr>
<tr>
<td></td>
<td>• problem-solving</td>
<td>• critical incident reports</td>
</tr>
<tr>
<td>4. RESULTS</td>
<td>Real world outcomes</td>
<td>• record reviews and audits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• surveys</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• observations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• critical incident reports</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• compliance reviews</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• program institutionalization</td>
</tr>
</tbody>
</table>

MEASURING THE MAGIC

Innovative Program Evaluation

Running The North Carolina Numbers...

29...
13...
9255...

% of H/S students drank in past 30 days.
% of H/S students smoked in past 30 days.
Teen pregnancies among H/S girls. 2015 YRBS
MEASURING THE MAGIC

Innovative Program Evaluation

TOOLS & TECHNIQUES

Relative  Scale  Pre-Post

Figure 2a: Pre-Test Preference

Figure 2b: Post-Test Preference

World Café • Quilt Squares

888-LTC-train (582-8724) • info@LeadingToChange.com • www.LeadingToChange.com
Copyright 2019. Thanks for not reproducing without permission!
MEASURING THE MAGIC
Innovative Program Evaluation

TOOLS & TECHNIQUES
✓ Magnetic Poetry

The idea is to love life
Write happy thoughts with invisible ink
To dream more in color
It forces the sad reality out

MEASURING THE MAGIC
Innovative Program Evaluation

TOOLS & TECHNIQUES
✓ Forced Choice • Dot Inventory

Four Corners

FOR MORE INFO
Visit us on our website leadingtochange.com or by receiving monthly emails and becoming a FAN on Facebook!
MEASURING THE MAGIC

Innovative Program Evaluation

TOOLS & TECHNIQUES

Organizational/Agency Dashboard

Graphic Facilitation

- A visual approach to help people see their thoughts, communicate and make decisions. This unique approach to meeting facilitation combines both the advantage of an impartial facilitator and the power of graphic recording.
MEASURING THE MAGIC

“BEST STAFF TRAINING - EVER”!
Book us NOW to secure your Next Dates!!

ONSITE!  CUSTOMIZED!  INTERACTIVE!  AFFORDABLE!

ROCKSTAR TRAINING FOR YOUR STAFF & YOUTH!

Leadership  Diversity  TeamBuilding

888 LTC-TRAIN  888 582-8724
INFO@LeadingToChange.com

Copyright 2019 – Please do not use or replicate without permission - THANKS!