Defining Outcomes

- Outcomes are all the **changes and effects that happen as a result of the action we take**

- Outcomes are **changes that occur or the difference that is made** for individuals, groups, families, organisations or communities.

- Outcomes relate to **changes in behaviour, norms, decision-making, knowledge, attitudes, capacities, motivations, skills, conditions**

- Outcomes are **not “what we do” but what results from what we do** that is of value or benefit to others

Tips for Identifying Outcomes

- Ask the questions:
  - What changes would make you think, “We’ve been successful and made a difference”?
  - What will be different as a result of what we do?
  - For whom will things be different?
  - What will be changed/improved?

- For an existing piece of work look at the project/programme’s major activities. For each activity ask yourself, “Why are we doing that?” Usually, the answer to the “why” question is an outcome

- Outcomes answer the “So what!” question

- Outcomes should be built upon a clear need

- Outcomes should be clear and unambiguous, realistic and achievable
Outputs vs. Outcomes

Try not to confuse outcomes with outputs. Outputs are the activities we do or accomplish that help achieve outcomes. Outcomes are the results of those activities for individuals, groups or communities.

Outputs are only important in so far as they lead to the outcomes that are needed.

Outcome criteria

• **Are the outcomes important** – do they represent significant change or improvements that are valued by participants and key stakeholders? Outcomes may be achievable but really worth the effort.

• **Are the outcomes specific** – do they state who or what is expected to change?

• **Are the outcomes realistic** – given the nature of the issues you are trying to address are they attainable?

Working with outcomes

There is no guarantee that people or conditions will change as hoped. Agencies and practitioners do not control outcomes and what actually happens may be different from what is expected. Nonetheless it is important to know what outcomes are intended so we can judge the value or effect of our actions.