



## STRATEGIC MANAGEMENT, MONITORING AND EVALUATION

**Insideout: M&E Specialists** is a company that specialise in programme evaluations, developing monitoring and evaluation frameworks and conducting M&E training for non-profit and public sector organisations. We offer **practical training** aimed at practitioners who are responsible for, or involved in, monitoring and evaluation in their organisation.

The broad objectives of the course are to:

- Firstly, to briefly review strategic planning concepts and highlight the links to M&E
- Secondly, to introduce basic M&E terms and concepts and apply these terms to your work.
- Finally, the course will relate generic M&E concepts to the public sector specifically.

The learning outcomes for the two day course are presented below.

### Strategic and Operational Planning

- Review of the basic concepts of strategic planning
- Understand the link between Monitoring, Evaluation and Planning (Strategic and Operational)

### Monitoring

- Differences and similarities between evaluation, monitoring and research
- Be able to develop and select appropriate indicators for measuring programme outputs, outcomes and impact
- Qualitative and quantitative data collection methods
- Primary and secondary data sources
- Comprehend concepts of baseline and performance targets
- Understand the steps required to develop a monitoring and evaluation system
- Be aware of the four key strategic management uses of monitoring data – for project management, using evaluations, sharing and reporting information to others and performance management.

### WHO IS INSIDEOUT?

**Insideout** is a consultancy, specialising in services including:

- Conducting programme evaluations
- Developing monitoring frameworks
- Running M&E training courses

### CONTACT US

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