

ASK AN EXPERT

with Kat Haugh, Senior Advisor on Organizational Learning at the Global Knowledge Initiative & Jenny Nulty of Pivot Data Design

Communicating the results of your work



How can we best communicate the results of an evaluation? Kat Haugh and Jenny Nulty shared new ways to effectively communicate results, make dense and difficult topics more accessible, especially when working cross-culturally, and ways to move beyond the traditional "70 page report" complex. Here are four key takeaways from the conversation

KNOW YOUR END USER

UNDERSTAND THE PURPOSE OF THE VISUAL PRODUCT AND IT'S END USERS

Engage your audience early in the process to understand their experiences and pain points. Ask about who will be using the end product and for what purpose.

Through these conversations, ascertain their data literacy. Develop deliverable using end user perspective.



CO-DESIGN WITH YOUR USERS

MAKE KEY END USERS PART OF THE VISUAL DELIVERABLE DEVELOPMENT.

Instead of waiting to show your end user the final visual product, use tools like "small pilot", to show your end user, a sketch, or a working version of the tool or the product. Ask your end user for continuous feedback throughout the process.



SPARK DEEPER CONVERSATIONS THROUGH VISUALS

VISUALS AREN'T MERELY SYNTHESIS OF REPORTS. THEY HELP FACILITATE DEEPER CONVERSATIONS

Visual products can be leveraged for conversations that service collective learning within organizations. Real learnings can come through facilitated conversations around visuals. Visuals are also powerful way to facilitate collective sensemaking.



BUDGET FOR VISUAL DELIVERABLES

INCLUDE VISUAL PRODUCTS IN YOUR BUDGETS AND PROPOSALS

Make resources available for visual products by including visual deliverables within your project proposals and budget. Set expectations with your donors and stakeholders so that you get their buy in.



For more tips from Kat and Jenny on how to communicate results of your peacebuilding program evaluation watch the full video:

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The Ask an Expert Webinar series, sponsored by the Alliance for Peacebuilding and the DME for Peace project at Search for Common Ground as part of the Effective Inter-Religious Action in Peacebuilding (EIAP) program, with support from the GHR Foundation provides practitioners with an opportunity to converse with experts in the inter-religious peacebuilding evaluation field on a range of topics.