Module 13: Presenting Results

Introduction

- Crafting a Communication Strategy
- Writing an Evaluation Report
- Displaying Information Visually
- Making an Oral Presentation

Purpose of Communicating

- The goal is to communicate, not to impress
- Make it easy for your reader to get your point
- Keep your purpose and audience in mind

Communicating for Effect

- The goal of doing an evaluation is so the results can provide information leading to:
  - policymaking
  - program changes
  - program replication
- Good communication starts at the very beginning and continues throughout the evaluation

Communication Strategy

- Develop a communication strategy before the evaluation begins
- Strategy should identify:
  - who needs to receive information
  - what information is needed
  - what format for information
  - when to provide
  - who is responsible for providing
- Will need multiple products to communicate

Strategies for All Phases

- Before the evaluation
  - ensure everyone is on board
- During the evaluation
  - ensure everyone is informed of progress
  - no surprises
- After the evaluation
  - disseminate results, make decisions

What Kinds of Communication?

- Informal discussion by:
  - in person
  - phone
  - email
  - facsimile (fax)
  - posting on social networking site
- Formal:
  - briefings
  - presentations
  - press release
  - Web sites
  - written reports
  - press conference
  - videoconference
  - brochures

Sample of Checklist for Strategy

Audience	Action	Form of communication	Who is responsible?	Due date
Client	Discuss program issues and timing	• meeting	Team leader	6/1
National and local NGO	Discuss program issues	• meetings	Team member B	6/5
Program staff	Discuss program issues	• meetings	Team member C	6/11
Local govt. officials	Discuss program issues	• meeting	Team member B	6/10
Advisory board	Identify and send invitation letters Plan and hold preliminary meeting on issues	• e-mail • adv. bd. meeting	Team member A	6/15 6/25
etc.				

Feedback

- Set up a process to bring stakeholders and evaluator(s) together to discuss:
  - findings
  - insights
  - alternative actions
  - next steps

Large Group Discussions

- Consider all the stakeholders connected with your program
- Identify challenges in communicating evaluation results to different stakeholders
- Large group meeting – everyone knows what everyone else knows

Innovative Communication Strategies

- Consider communication tools that take less time to create:
  - small overview brochure "teaser" to build interest
  - tri-fold brochure with key action steps for sustainability
  - electronic videoconference
  - Web site with hyperlinks to documents

Keys for Writing a Report

- Keep purpose and audience in mind
- Use words that are:
  - simple, active, positive, familiar, culturally sensitive
- Avoid abbreviations and acronyms
- Limit background information to what is needed, place technical information in an appendix
- Provide enough information about your research methods so others can judge its credibility
- Write an executive summary
- Organize around major themes or research questions

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Keys for Writing a Report (cont.)

- Place major point first. Lead each paragraph with your point
- Support conclusions and recommendations with evidence
- Place technical information, including design matrix, and survey instruments in appendix
- Leave time to revise, revise, and revise!
- Find a person to be a cold reader
- If possible, have an external reviewer with expertise on the issues and knowledge, review final draft

The Executive Summary

- Provides a quick overview of the study:
  - evaluation questions
  - methodology used
  - summarizes findings, conclusions, and recommendations
- Must serve as a stand alone document

Executive Summary Format

- The executive summary should be short; two pages are great, more than four is too much
- Set up with headings to the left so it is easy for readers to scan the report

Components of the Executive Summary

- Brief overview or introductory paragraph
- Description of the evaluation
- Background information
- Summary of major findings
- Refer readers to page number of information in the text
- Major conclusions/recommendations

Body of the Report

- Introduction
- Description of the evaluation
- Findings
- Conclusions
- Recommendations

Introduction in Body of Report

- Should contain:
  - The "hook" that draws readers into the report
  - Purpose of the evaluation
  - Background information
  - Program's goals and objectives using theory of change model
  - Evaluation questions
- Should be written in a way that grabs the reader's attention

Description of the Evaluation in Body of Report

- Evaluation purpose
- Evaluation scope
- Evaluation questions
- Methodology and strategy for analysis
- Limitations of the methodology
- Who was involved and their timeframes

Findings in Body of Report

- Present data so that your audience can clearly understand
- Include only the most important findings
- Organize the findings around study questions, major themes, or issues
- Use charts, tables, and other graphic elements to highlight major points

Conclusions in Body of Report

- The final part of your report
- Conclusions:
  - connect to your research questions or evaluation focus
  - are based on findings and emphasize what the report means
  - add no new details

Recommendations in Body of Report

- Recommendations answer the question:
  - What do you want the reader to do?
- Recommendations should:
  - be based on the conclusions
  - be clear and specific, identifying who should do what and when

Reasons to Use Graphics

- Add interest
- Communicate information more clearly than text
- Attract reader's eyes to particular points
- Increase the impact of an evaluation report

Characteristics of Good Graphics

- Simple
- Communicate without needing text
- Easily reproduced
- Culturally appropriate
- Patterns can be distinguished
- Clearly labeled
- Consistently numbered and titled
- Sources provided and credit given
- Called out in the text
- Correctly placed in the text
- Permission to use (if needed)

Kinds of Visuals

- Illustrations
  - maps, sketches and line drawings, photographs
- Charts and graphs
  - organization charts, Gantt charts, graphs
- Tables
  - data tables, classification tables (matrices)

Illustrations

- A picture is worth a thousand words
- Research conclusions for using pictures and illustrations:
  - when illustrations are relevant to the content, then moderate to substantial gains can be expected in learning
  - when illustrations are NOT relevant to the content, or even worse, conflicting, you can expect NO gain in learning and maybe even confusion

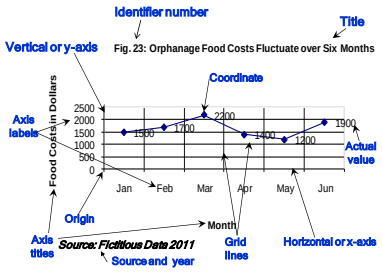
Connect Narrative to Illustration

- If you use a picture or illustration, be sure to use the narrative of the report to tell the audience what they are supposed to see in the picture
- Direct them to the picture and tell them what to look for

Effective Charts

- Easy to read
  - Use upper and lower case (not all capital letters)
  - Only a few type faces
- Use the message in the title
- Avoid busy patterns
- Use white space
- Keep the chart simple
- Keep scales honest (proportional)
- Use title to convey message
- Put supporting data in an appendix

Parts of a Graph



Graphs should Include:

- Title and number
- Source
- Year the data were collected
- Data in chronological order
- Data portrayed using comparable definitions

Format Style for Graphs

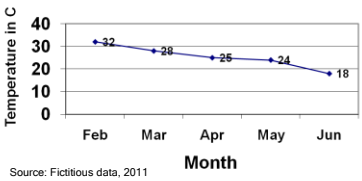
- No overlapping categories
- Patterns or textures that are clear even when photocopied
- Patterns clearly labeled using a legend
- Have no extra line and patterns - only what is necessary
- Avoid black – it is difficult to reproduce accurately
- Lettering that does not go below 10 pt font

Line Graphs

- A way to summarize how two pieces of information are related and how they vary
- Show data changes over time
- Show continuous interval or ratio data

Example of Line Graph – One Line

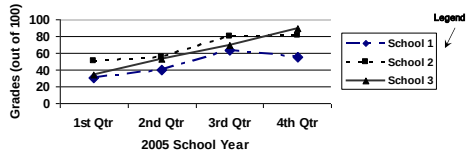
Fig. 9: Average Temperature Declines in Province A, Feb-June-2008



Source: Fictitious data, 2011

Example of Line Graph - Multiple Lines

Fig. 31: School 3 Shows Strong Gains in Reading Scores



N=523

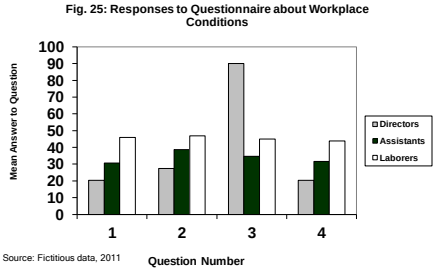
Source: Fictitious data, 2011

Bar Graphs

- Use bars to represent quantities and compare numbers
- Type of bar graphs
  - single: information about a single variable
  - multiple: information for more than one variable

Example: Multiple Bar Graph

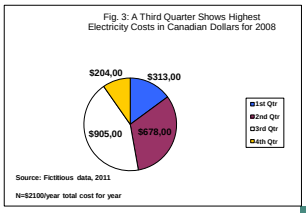
Fig. 25: Responses to Questionnaire about Workplace Conditions



Source: Fictitious data, 2011

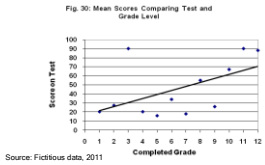
Pie Charts

- Used to display the size of parts that make up a whole
- Example



Scatter Diagram

- Similar to a line graph except coordinates have no lines between them
- Used if you want to see if there is a relationship



When to Use

If you want to:	Then choose:
Show trends over time	Line Chart
Compare linear or one-dimensional characteristics	Single Bar Chart
Compare two or more characteristics with the values of a common variable	Multiple Bar Chart
Show parts of a whole	Pie Chart
Show trend or relationships	Scatter Diagram

Tables

- Used to present information in an organized manner
- Types:
  - data table
  - classification table (matrix)

Data Tables

- Used to present numerical information
- In the report, describe what to look for in the data table
- Include the year and source

Data Table Principles

- Round-off number to no more than *two significant digits* - recommend using whole numbers
- Give averages of rows and columns (as appropriate) to help audience make comparisons
- Put the most important comparisons into columns
- Too many lines may make it difficult to read

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Example of Data Table (with lines)

Participant number	Height	Weight	Age	District
1	44	30	7.2	North
2	46	35	7.1	East
3	40	20	7.6	North
4	32	22	7.2	South
5	29	23	7.0	South
6	50	38	7.8	North
7	44	30	7.3	West
8	44	28	7.3	West
9	42	30	7.5	East
10	48	45	7.9	South

Source: Fictitious data N=10

IPDET

Example of Data Table (without lines)

Participant number	Height	Weight	Age	District
1	44	30	7.2	North
2	46	35	7.1	East
3	40	20	7.6	North
4	32	22	7.2	South
5	29	23	7.0	South
6	50	38	7.8	North
7	44	30	7.3	West
8	44	28	7.3	West
9	42	30	7.5	East
10	48	45	7.9	South

Source: Factitious data N=10

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Classification Tables (Matrix)

- A layout that shows how a list of things has been organized according to different factors
- Can help illustrate complex information

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Example of Classification Table (Matrix)

Country	Start Date	Years of Implementation	Review Complet e
Ethiopia	17-Sept-2002	4.7	6/1/06
Guinea	25-July-2002	4.9	6/1/06
Mauritania	6-Feb-2001	6.3	6/1/06
Mozambique	25-Sept-2001	5.7	6/1/06
Tanzania	30-Nov-2000	6.3	6/5/06

Source: Adapted from World Bank 2007

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Visual Information Design from Edward Tufte

- Draw attention to the substance of the data, not something else
- Less detail in the grid, lines, detailed label
- Most amount of ink should be devoted to actual data
- Avoid ”chartjunk” (unnecessary decoration)

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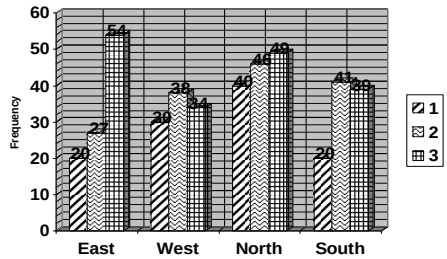
Poor Example



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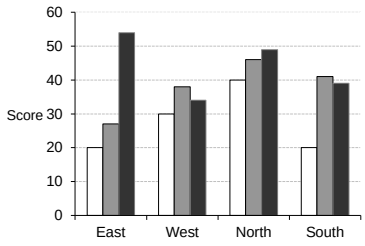
Better Example



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Making an Oral Presentation: Planning for Your Audience

- Ask these questions:
  - Who is your audience?
  - What do they expect?
  - What is your point?
    - What are the three things you want the audience to remember?
  - How much time do you have?
  - What are the resources of the room for delivery: slides, overheads, PowerPoint, posters?

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Preparing Your Presentation

- Always keep your audience in mind
- Simple rule for presentations:
  - Tell them what you will tell them
  - Tell them
  - Tell them what you told them

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Using Visual Aids

- Make visual enhancements to help communicate
- Consider making copies of some data or visuals for audience
- Have a back-up plan in case of electricity or equipment failure (overhead projector, computer, etc.)
- Have a *few* well-chosen handouts

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Designing Overheads and Handouts

- Use few words
- Use clear visuals
- Use lots of white space
  - norm is no more than eight lines of text for a single slide
- Audience is there to listen, you do not need to put everything into overheads and handouts

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Designing Overheads and Handouts (cont.)

- Handouts before or after presentation?
  - People tend to look ahead, you may lose their attention
  - If you are presenting complex data or tables, hand out the tables as you talk about them
- If printing slides, no more than two slides per page

Practicing Your Presentation

- Rehearse alone at first
- Then, rehearse in front of another person or persons
- Get feedback from others
- Adjust your presentation based on what you feel and what others say
- As you practice, keep track of time
- Talk to people, not your notes, try to make eye-contact

A Final Note….

"Speak properly, and in as few words as you can, but always plainly; for the end of speech is not ostentation, but to be understood."
--William Penn

Questions?