

## **Unfolding Stories – each one is collectively devised by a small group of participants**

### **My word of the moment is purpose**

It's a bit radical but sometimes change takes time

I would like to think more about what is important

Let's stop worrying about having to control stuff

I'd be upset if "things were imposed without discussion"

Let's start with a marketing mindset

Imagine if everyone evaluated and involved users in service design

### **My word of the moment is trust**

It's a bit radical but "let's take more risk"

I would like to think more about prototyping in big and very big systems

Let's stop focusing on the negative

I'd be upset if the world was no better when I leave

Let's start more questions, curiosity and playfulness

Imagine if everyone "took account of everyone else"

### **My word of the moment is forward**

It's a bit radical but let's imagine a world of learning, post-'evaluation'

I would like to think more "the impact on everyone involved"

Let's stop deciding actions in silos (either vertical or horizontal)

I'd be upset if collaboration didn't produce change

Let's start by listening

Imagine if everyone felt secure and happy in others to build on our strengths

### **My word of the moment is evaluation**

It's a bit radical but maybe we should spend on marketing budget as evaluators

I would like to think more about how we engage people meaningfully in 'evaluation' eg not tokenistic patients reps

Let's stop thinking about monitoring and evaluation as separate things

I'd be upset if my practice was diluted by external outcomes, not connected to the heart of my work

Let's start valuing and understanding what we do well

Imagine if everyone joined in

**My word of the moment is empowerment**

It's a bit radical but it's the only way

I would like to think more about how relationships can be more positive than focusing on negative

Let's stop waiting for others to do it

I'd be upset if the powers of control stopped all this innovation

Let's start "working together towards a common agreed goal"

Imagine if everyone would take time to get to know someone new in their environment

**My word of the moment is innovation**

It's a bit radical but so was the big bang

I would like to think more about the use of social apps as catalysts to person-centred learning

Let's stop "looking backwards"

I'd be upset if we didn't grow these practices

Let's start working together to achieve positive outcomes

Imagine if everyone was the same

**My word of the moment is collaboration**

It's a bit radical but everyone should enjoy the benefits and process of evaluation

I would like to think more about how we help people realise that they are constantly evaluating and to capture/build on this

Let's stop, draw breath and reflect

I'd be upset if it was all about numbers and costs

Let's start doing more collective approaches to designing evaluation

Imagine if everyone 'got it' and recognised that 'data gathering' happens at multiple levels, on a continuous basis and 'togetherness' is key to good evaluation.

**My word of the moment is continuous improvement**

It's a bit radical but everyone should have a voice in evaluation

I would like to think more about actually making the change rather than thinking and talking about it

Let's stop being defensive

I'd be upset if evaluation didn't evolve

Let's start broadening involvement

Imagine if we made a difference – let's try!

**My word of the moment is active**

It's a bit radical but have a large organisation fed from the bottom up re aims

I would like to think more about how to include people affected in decisions between things at a higher level, eg local authority budgets

Let's stop extrapolating from individual case studies

I'd be upset if a lot of money was spent with no improvement or learning taking place

Let's start involving everyone in evaluation

Imagine if everyone wanted to use evidence to make things better

**My word of the moment is openness**

It's a bit radical but bin the hard targets

I would like to think more about the future/planning

Let's stop reinventing the wheel

I'd be upset if we lost the importance of evidence and insights from workers

Let's start having conversations in our respective organisations about improving how we evaluate

Imagine if everyone had a common language for evaluation

**My word of the moment is empowerment**

It's a bit radical but let's have hard evidence

I would like to think more about engaging all relevant stakeholders in a meaningful way

Let's stop writing evaluation reports at the end of a project

I'd be upset if evaluation included no quantitative data but agree it needs to be more accessible

Let's start a revolution

Imagine if everyone generated comparable evaluations enabling everything to be ranked fairly

**My word of the moment is communication**

It's a bit radical but evaluation comes from the ground up

I would like to think more about who and what will help us to discard the things we no longer want

Let's stop being scared of evaluation

I'd be upset if we weren't involving everyone with a stake throughout the process

Let's start focusing on the positives and presenting them well

Imagine if everyone really understood the purpose and value of robust evaluation

**My word of the moment is engagement**

It's a bit radical but could we do away with the word 'evaluation'?

I would like to think more about why we are evaluating - or prove or improve?

Let's stop fruitless, box-ticking outcome evaluations

I'd be upset if this was just an interesting conversation and nothing changes when we leave the room

Let's start focusing on outcomes

Imagine if everyone felt evaluation was their role, if they could all contribute to it without hesitation and take its conclusions in

**My word of the moment is learning**

It's a bit radical but numbers do have value, but not the value people think

I would like to think more about how to capture and share good practice

Let's stop using jargon and trying to do things to people. Let's engage them and treat them as experts!

I'd be upset if funding decisions got made before evaluation findings were available

Let's start making evaluation embedded from the start

Imagine if everyone could work in a setting that is about learning and improving from joint experience

**My word of the moment is collaboration**

It's a bit radical but let's not worry so much about inflexible theories of change

I would like to think more about how to access service users views in a way that invigorates and empowers all who take part

Let's stop setting ideas against each other - eg qual and quant - and instead see them all as part of a whole

I'd be upset if people used evaluations to stop doing important but less measured stuff

Let's start thinking about participation

Imagine if everyone could see the benefits of evaluation as improvement, not proving

**My word of the moment is collaboration**

It's a bit radical but our whole public service needs to pause all projects and begin 'evaluation' differently

I would like to think more about bringing redesign/evolved practice into everyday awareness

Let's stop focusing on hard targets to the detriment of values/behaviours

I'd be upset if I didn't make a difference

Let's start paying attention to others' successes

Imagine if everyone has the space and time for self-reflection and then implementing change

**My word of the moment is possibility**

It's a bit radical but people in different contexts should learn from each other

I would like to think more about sharing what and how evaluation can make a real difference

Let's stop being afraid to say something different

I'd be upset if evaluation didn't lead to learning

Let's start sharing evaluation outcomes and good practice

Imagine if everyone was able to give their best and achieve their true potential in their life and work

**My word of the moment is involvement**

It's a bit radical but we need to stop talking about evaluation as a 'thing'

I would like to think more about power and class

Let's stop thoughtless use of questionnaires

I'd be upset if there was no opportunity to build on today

Let's start doing

Imagine if everyone valued evaluation

**My word of the moment is 'rebrand evaluation'**

It's a bit radical but, I like it!

I would like to think more about the interaction between formative and summative evaluation

Let's stop evaluating everything

I'd be upset if I thought my organisation wasn't open to changing/improving how it measures outcomes of its work

Let's start empowering everyone to benefit from the process and the results

Imagine if everyone felt comfortable enough to speak authentically and make things better

**My word of the moment is listen**

It's a bit radical but, decouple funding and evaluation

I would like to think more about creating an effective, evolving system

Let's stop trying to manipulate evaluation to achieve a particular outcome

I'd be upset if nothing changed

Let's start a cultural change

Imagine if everyone always got better at what they do

**My word of the moment is lived experience**

It's a bit radical but, I will base my evaluations on story

I would like to think more about the difference we make

Let's stop thinking and talking and let's start listening and DOING, involving everyone in our conversation

I'd be upset if we stopped evaluating

Let's start being more creative

Imagine if everyone valued and enjoyed evaluation

Event facilitated by Cathy Sharp, *Research for Real* and Donny Scott, Edinburgh.