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knowledge, shaping policy,  
inspiring practice



# Outcome Mapping for Programme and Project Planning

15-17 February 2011  
Hotel Jaipur Palace, Jaipur, India

ODI and CUTS are hosting a 3-day workshop to introduce the basic principles of **Outcome Mapping**, with particular emphasis on their application to the *planning phase* of development projects and programmes.

The workshop includes three days OM training plus an opportunity for informal peer support and expert advice on tackling your own OM challenges.

Designed for programme managers, desk officers and field staff from NGOs, funding agencies and national and international development organisations looking for effective ways to address the dynamics of change in the complex environments in which they work.

In the course, participants will learn how Outcome Mapping can help:

- Planning and measuring social change in development projects and corporate initiatives;
- Bring stakeholders into the planning, monitoring & evaluation processes;
- Foster social and organizational learning;
- Strengthen partnerships and alliances;
- Understand and influence more effectively, human and ecological well-being.

Development professionals around the world are using Outcome Mapping because it helps them address questions such as:

- How do we move beyond attribution to document contribution to social change?
- How can we systematically and realistically capture the richness of what is occurring in our projects?
- How do we get our partners and other important stakeholders involved in monitoring our projects?
- How do we integrate M&E into the project from the planning stage?
- How do we decide what to monitor and evaluate?
- How can we notice, explain and respond to unexpected results?

For more information on Outcome Mapping visit the [OM Learning Community](#) and the [IDRC website](#).

## What the previous participants say...

“From the perspective of a development agency advisor, the OM workshop was invaluable. It provided an excellent opportunity to work through some of the challenges relating to the attribution of project outcomes; to the role that the behaviours of key stakeholders play in mediating outcomes and to how to shift the focus from monitoring impacts to monitoring behavioural change and relationships.”

Dr Andrew Long, Social Development Advisor, DFID

“The Outcome Mapping workshop was energising and at the same time promoted deep reflection on what we are trying to achieve in development, who we are trying to achieve it for, and how we should assess if we are on the right track with our development work. It puts the focus of development squarely on people!”

Nicole Leotaud, Senior Technical Officer, CANARI

## Course trainers: Terry Smutylo and Simon Hearn

- Terry Smutylo is the founder and former director of the Evaluation Unit at IDRC and one of the principle authors of the OM methodology. He is now an independent consultant supporting development programmes around the world.
- Simon Hearn is a Research Officer at the Overseas Development Institute. As well as coordinating the global Outcome Mapping Learning Community and providing training on Outcome Mapping he has also supported a number of projects and programmes in Africa and Europe in applying Outcome Mapping.

## Fees and registration

Course fee: £600 (*excl of VAT for UK*) - The fee includes workshop registration, materials, accommodation and meals (breakfast, lunch and dinner) for 4 nights at the Hotel Jaipur Palace and transfers to and from the airport. Please aim to arrive on Monday 14<sup>th</sup> and depart on Friday 18<sup>th</sup>.

**\*\*International Participants PLEASE REGISTER EARLY  
to have sufficient time for the visa application\*\***

To maximize participation and instructional quality, we limit the number of participants to 24 per workshop. We do this on a first come, first served basis, so to avoid disappointment, register early.

To register, please send a completed electronic booking form (downloadable [here](#)) by email to Eva Cardoso, [e.cardoso@odi.org.uk](mailto:e.cardoso@odi.org.uk) before the 7<sup>th</sup> January 2011.

**For further information contact:**  
Eva Cardoso  
Overseas Development Institute  
111 Westminster Bridge Road  
London SE1 7JD  
UK

Tel:+44 (0)20 7922 0417  
Fax:+44 (0)20 7922 0399  
Email: [e.cardoso@odi.org.uk](mailto:e.cardoso@odi.org.uk)

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