UNDERSTANDING FIRST

Why putting understanding before measurement matters
«Measure» as a knee jerk reaction

THE PROBLEM:
Too often the word «measure» is used when understanding would be a better choice.

THE CONSEQUENCE:
Focus on what can be counted (even if it does not count or if it is not understood).

Another case of obsessive measurement disorder....
What is “understanding”? 

\[
\begin{array}{c|c}
23\% & 15 \\
\hline
42.3 & 0 \\
\end{array}
\]
An example of «understanding»
An example of «understanding»
An example of «understanding»
An example of «understanding»
An example of «understanding»
An example of «understanding»
Understanding -> ToC -> ToA
**The challenge of hollow words**

**OBESITY** is a medical condition in which excess body fat has accumulated to an extent that it may have a negative effect on health. People are generally considered obese when their body mass index, a measurement obtained by dividing a person's weight by the square of the person's height—despite known allometric inaccuracies—is over 30 kg/m²; the range 25–30 kg/m² is defined as overweight.

And what are “EMPOWERMENT”? .... “RESILIENCE”?....
Resilience: from “framework”...
... to factors of change...
... to factors of change...

Financial

Natural

Physical

Human

Institutional

Social
... to linkages, and “systems”...
Within dimensions (the easy ones!)
- Average debt
- Increased income
- Savings

Within dimensions (the difficult ones!)
- % of councils applying the new law
- Presence of vulnerable people in decision making bodies
- Access to credit

Across dimensions
- % groups acquiring new assets
- Increased in attendance to groups due to improved transport
Measure only makes sense within understanding
During the programme cycle
We witnessed an increase of our
Resilience index of 3%, which is 0.1%
Above the target of the logframe

Do you realize that by doing this,
You achieved a better XXXX?
It doubled!
See... It is worth continuing!
Please, tell this to your neighbours!
Let’s not put measuring before understanding

(how can you measure something you do not understand?)
Some questions for you

Do you feel that there is an overemphasis on «measure»?

How do you address it?

What is your experience?