

Challenges

misconception of the evaluation

Risk of rejection of findings

Poor national support

taking the findings personally

Fear of consequences such as Audit, personal consequences, funding freeze etc.

EvalForward Talks: How do you communicate difficult evaluation findings?

Important to map stakeholders and ensure their participation/engagement during the whole evaluation

make people hear their voice, from the design of the program

allowing key stakeholders to present findings does help a lot as it empowers them to advocate for results

highlight that evaluation is a opportunity to learn and improve and not an audit to be punished

when involved, one can accept even negative results

Share preliminary results ahead of time, to inform them in advance

Communication is key - adopt a constructive way of communicating

find other ways to communicate, to improve the project

pay attention to the language we use - remain objective, neutral and avoid negative wording

remain factual, de-personalize the evaluation

shift the language and put yourself in the position of the project team

Solutions

take videos and vlogs, sharing stories of people - helps to present where the findings are coming from

use evaluation action trackers

use the management response approach - ask the project team to react on evaluation findings and recommendations

Videos to provide evidence-based information - 'make your evidence talk for you'

use of 'stories of change'

create more reader-friendly, easy to digest findings

integrating additional qualitative approaches to our evaluations e.g. outcome harvesting

create a stronger "keen on learning and improving" culture by celebrating challenges and failure as a way to learn and by developing stories of change

project design is important - has to be clear from the beginning

shifting from blame to generating new ideas

importance to clearly explain the purpose of the evaluation

create trust and credibility to avoid misunderstandings at the end/moment of evaluation