



INNOVATION

IN EVALUATION

.....
August 12, 2009

I D E O

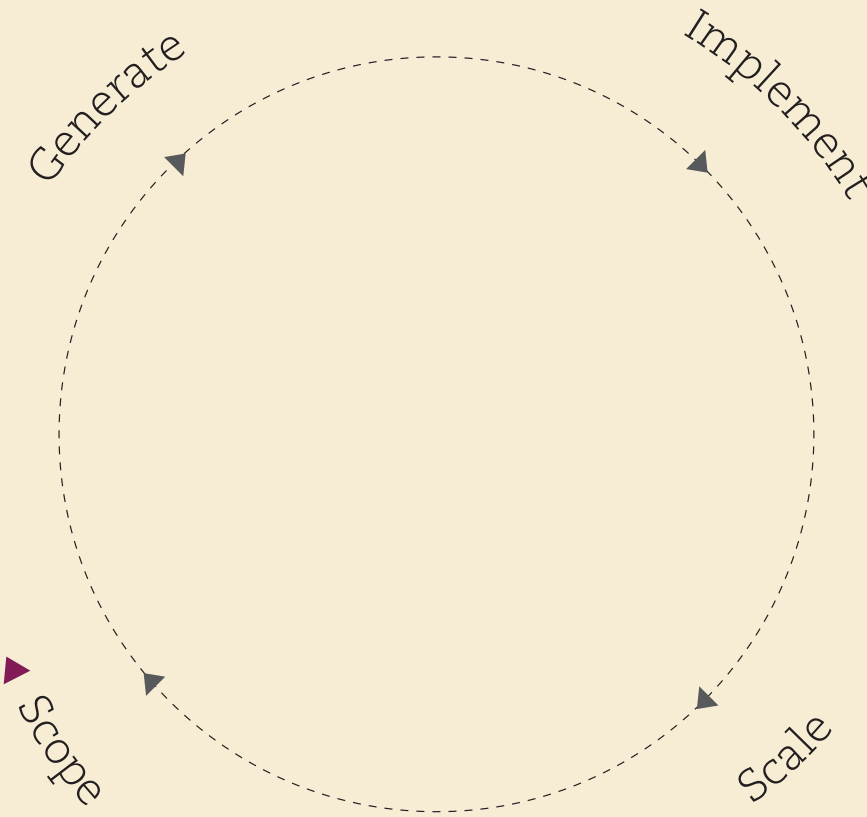
Why is an innovation firm interested in evaluation?

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- > it makes us **better** designers
- > it makes our work **stronger**
- > it increases our **impact** in the world

**INNOVATION AND
EVALUATION
ARE INSEPARABLE**

Innovation Process



Innovation Process

Measuring impact throughout

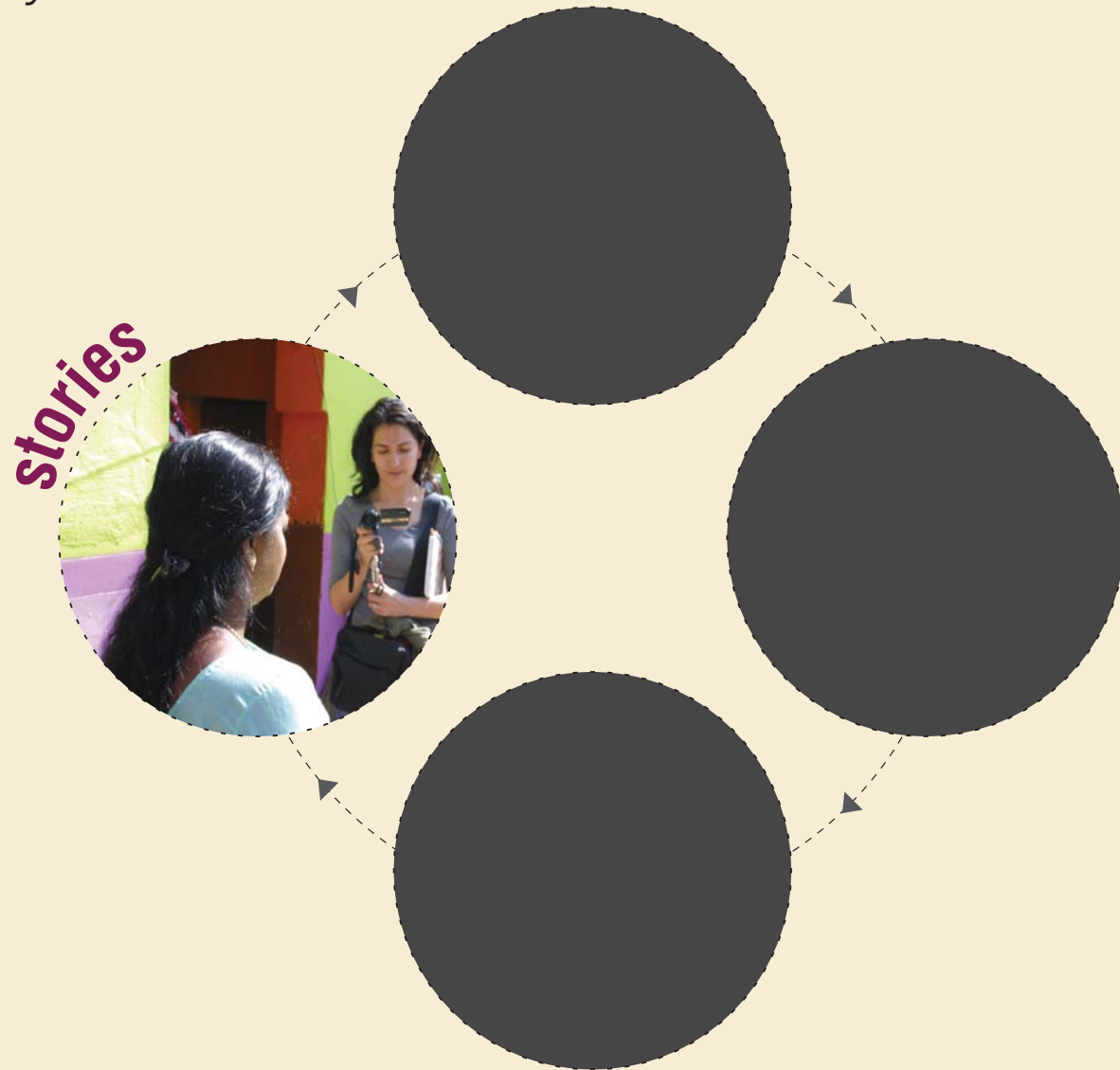


Case study: **Ripple Effect**



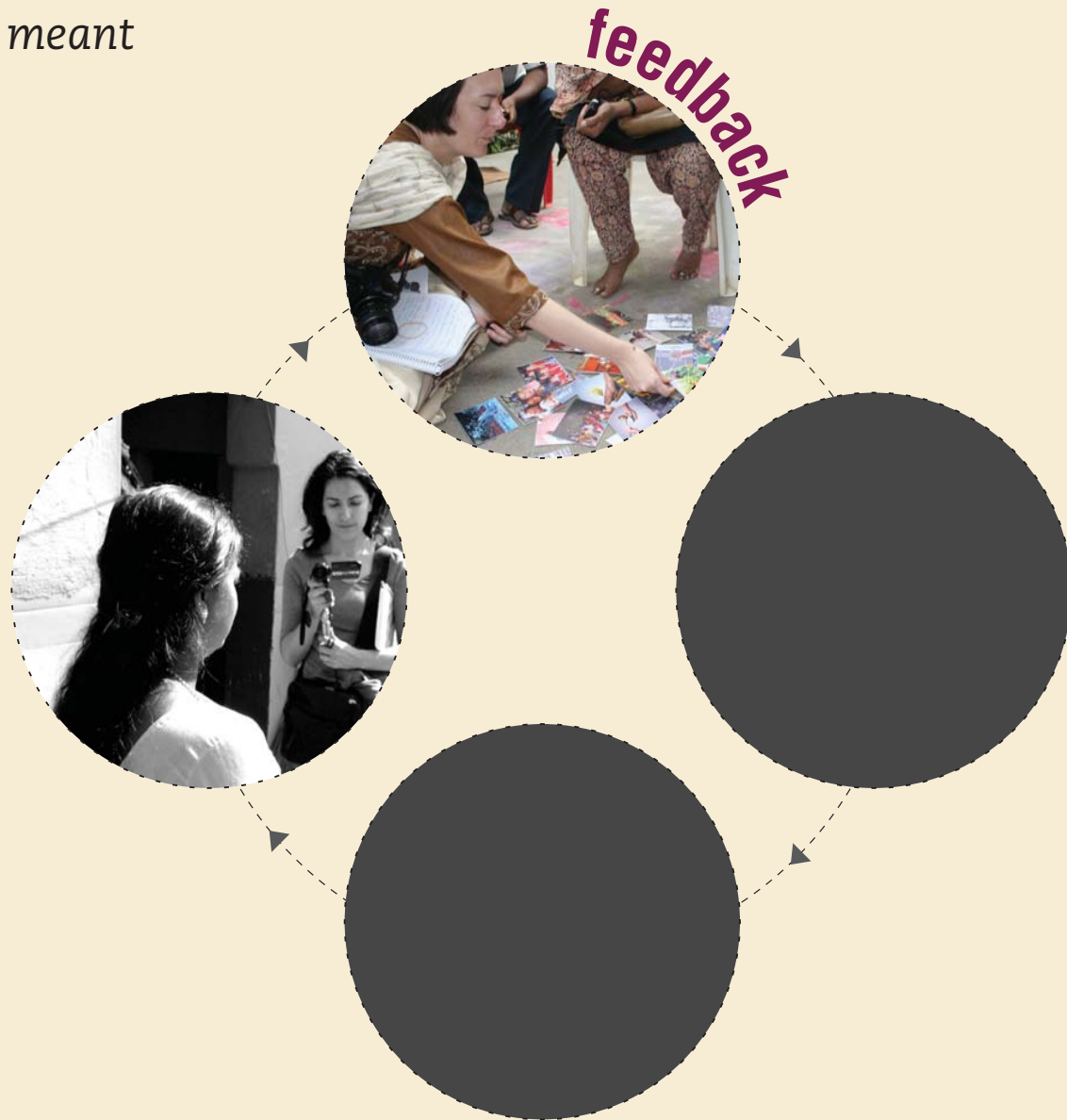
Case study: Ripple Effect

Concepts were inspired by real-world human stories



Case study: Ripple Effect

Getting the concepts right meant gathering feedback



Case study: **Ripple Effect**

To learn and keep refining concepts, we tracked indicators



Case study: Ripple Effect

Collection of results inspired the next wave of innovation



What we learned:

While they're often viewed as separate processes



What we learned:

They work best when they work together

innovation



evaluation

5 PRINCIPLES FOR INTEGRATING INNOVATION & EVALUATION

PRINCIPLE

01

Put people at the center

Put people at the center

*Use empathy to inspire
Use empathy to evaluate*

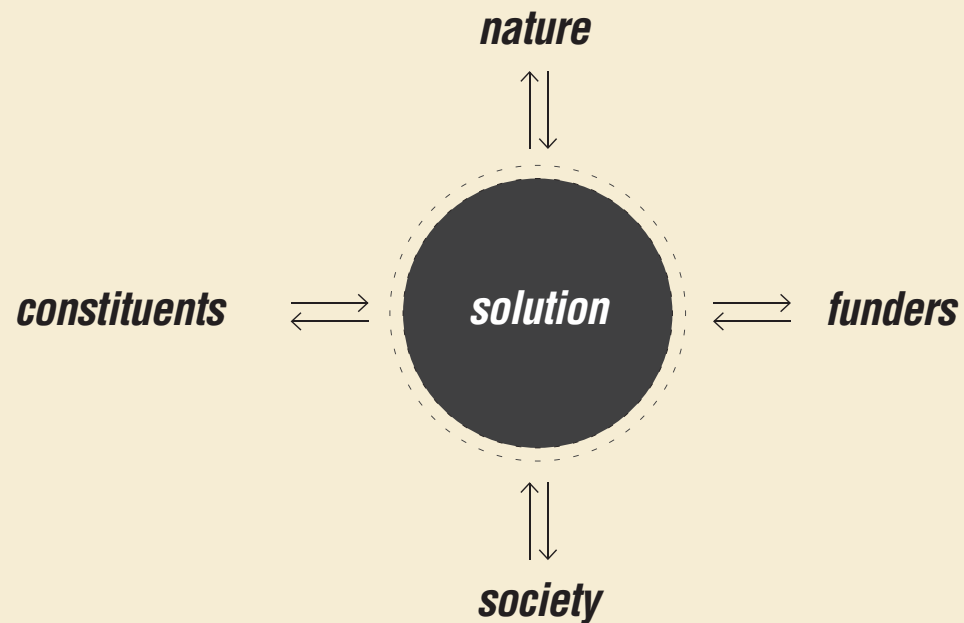
*Example:
IDE Ethiopia
Bringing data to life through human
stories*



Take a systemic view

Take a systemic view

Understand and track the effects on all stakeholders

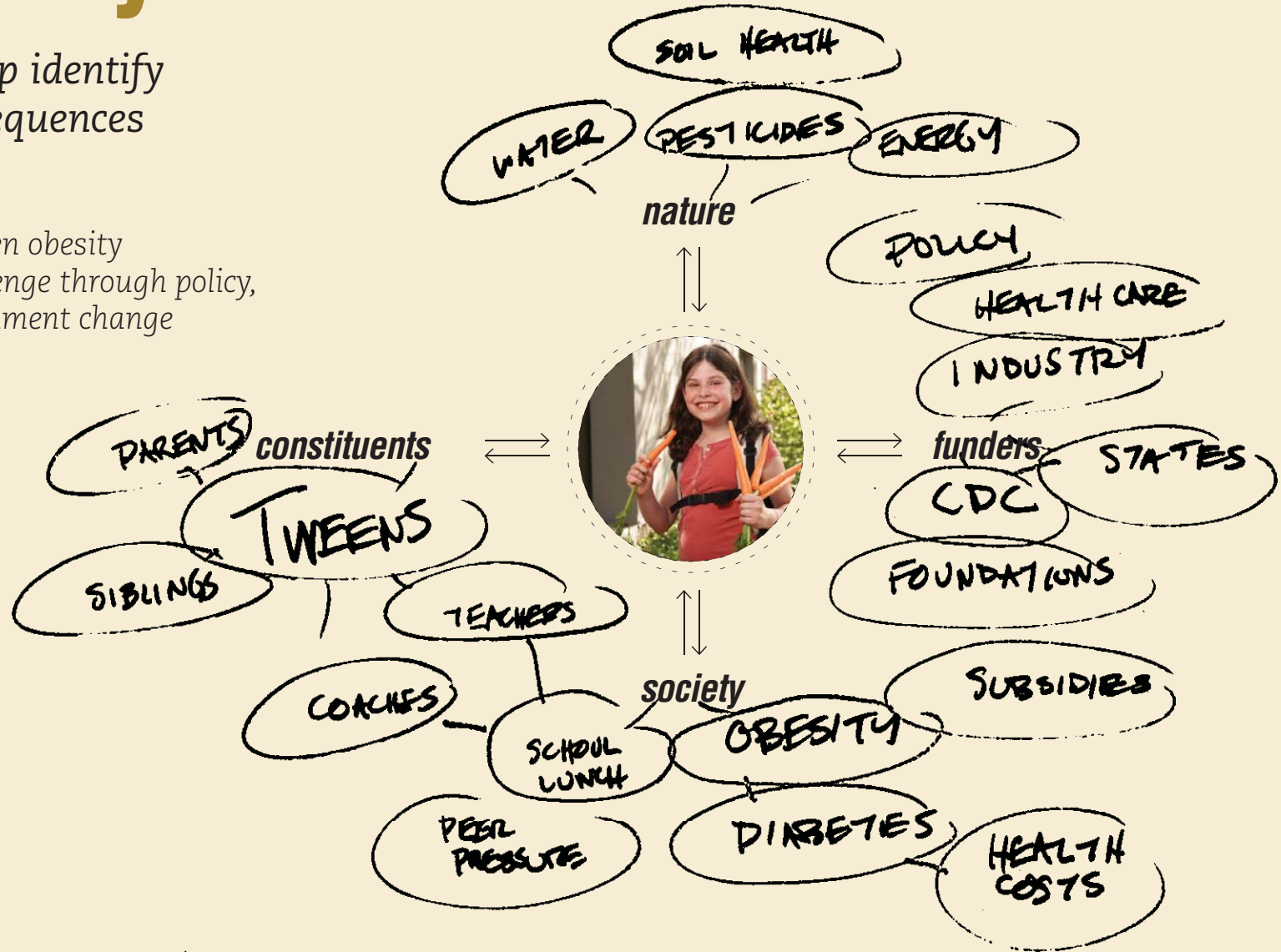


Take a systemic view

This will also help identify unintended consequences

Example:

CDC initiative on tween obesity
Approaching the challenge through policy, individual and environment change



Navigate uncertainty

Navigate uncertainty

Determine what you will measure early on to make sure you're on the right track

Example:

The National Campaign

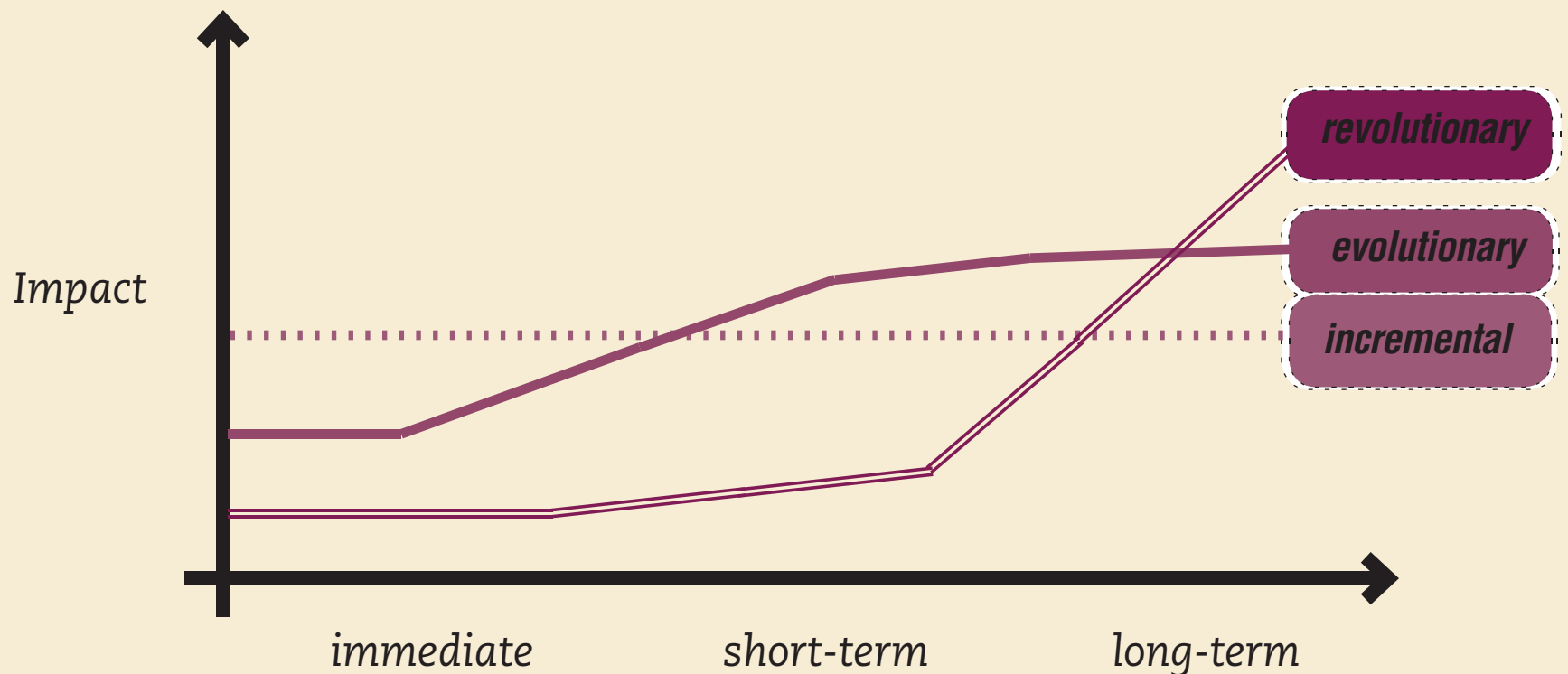
Decreasing unplanned pregnancy through iterative prototypes aimed at birth control adherence



Zoom out to a portfolio view **04**

Zoom out to a portfolio view 04

Measure impact in the appropriate timeframe:
immediate, short term, long term.



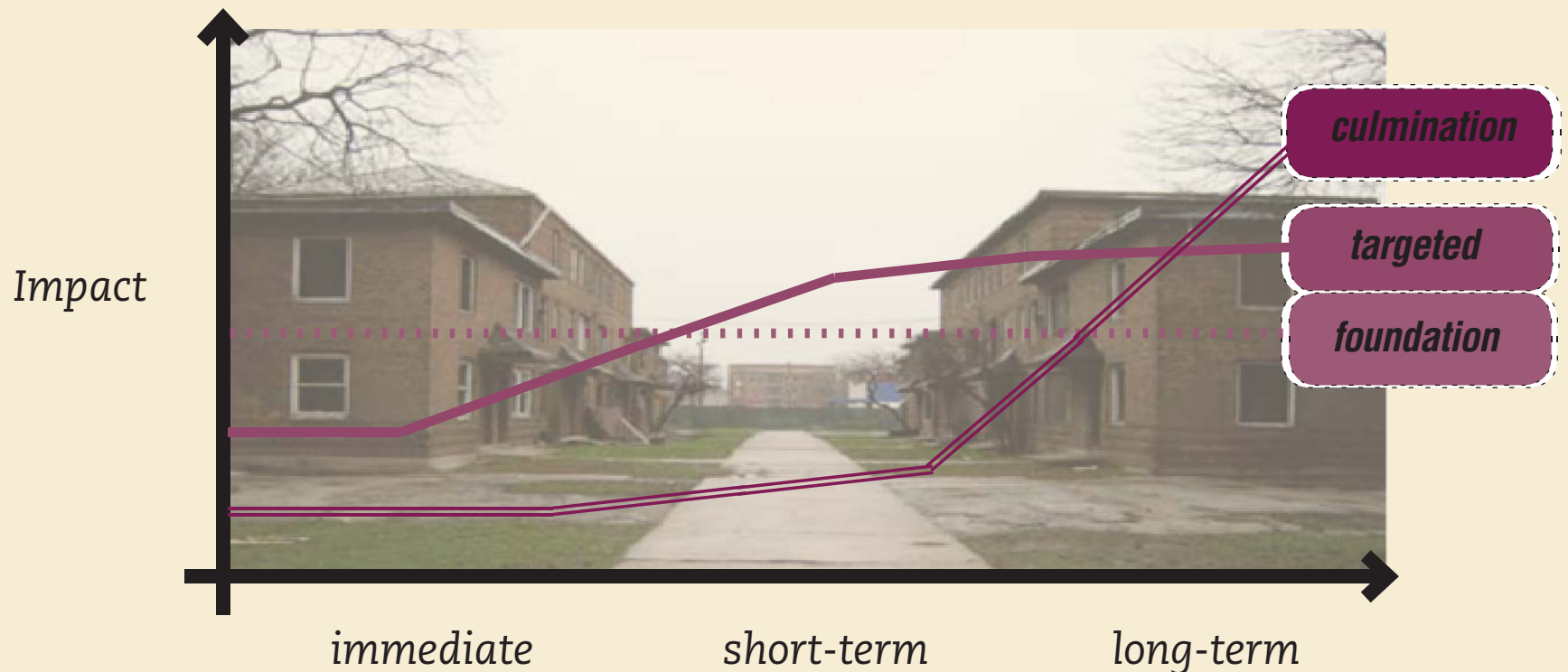
Zoom out to a portfolio view 04

Measure impact in the appropriate timeframe:
immediate, short term, long term.

Example:

The Community Builders

Offering a portfolio of solutions



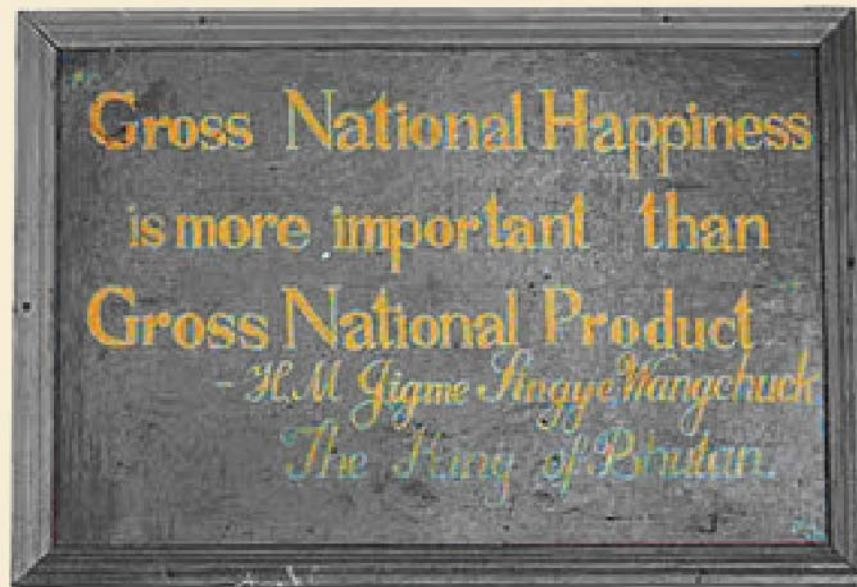
Measure what you care about

Measure what you care about

...because you get what you measure

Example:

Bhutan, Gross National Happiness



Five Principles For Integrating Innovation & Evaluation

PRINCIPLE

01 Put people at the center

PRINCIPLE

02 Take a systemic view

PRINCIPLE

03 Navigate uncertainty

PRINCIPLE

04 Zoom out to a portfolio view

PRINCIPLE

05 Measure what you care about

**How can
innovation and evaluation
work together for more
positive impact?**