Use Outcome Profile™
Templates to
Define and Align
Project Outcomes, Benefits & Outputs

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Overview

• Definitions
• The Strategic Alignment of Projects
• Outcome Profile™ Template
• Collaborative Method for Defining Project Outcomes
• Sample Outcome Profile™
• Summary
Definitions

• **Outcome** - A result or consequence
  e.g. a change of significance to the community
  – **Tangible Outcome**
    • Primary value is physical and quantifiable
  – **Intangible Outcome**
    • Non-physical, primary value is intellectual

• **Output** – Product or Service
The Strategic Alignment of Projects

Strategic Organisational Objectives

Project Objectives

Benefits

Project Outcomes

Tangible & Intangible

Benefits

Project Outputs

Project Activities & Resources
The Strategic Alignment of Projects

Strategic Organisational Objectives

Project Objectives

Benefits ← Project Outcomes → Benefits
Tangible & Intangible

Project Outputs

Project Activities & Resources
Outcome Profile™ Template

- Outcome Name
- Outcome Definition
- Benefit Description
- Beneficiary/ies
- Benefits Realisation Schedule
- Roles and Responsibilities
- Assessment
- Project Outputs
- Dependencies
- Risk Assessment
- Financial Summary
A Collaborative Method for Defining Project Outcomes

1. Stakeholder Workshop
   a. Identify Project Outcomes
   b. Prioritise Project Outcomes
   c. Define Priority Project Outcomes

2. Cross Reference Project Outcomes to Outputs

3. Define/Review Project Outputs
A Collaborative Method for Defining Project Outcomes

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3. Define/Review Project Outputs
Sample Outcome Profile™
– Youth Project

Outcome Name
An Improved Community Perception of Local Youth

Outcome Definition
To develop an improved community perception of youth as a community asset
Sample Outcome Profile™
An Improved Community Perception of Local Youth

Benefits
• Improved community understanding of normal/acceptable youth behaviour
• Improved community understanding of at risk youth behaviour
• Decreased perception of youth related safety threats

Beneficiaries
• Youth living in the local Shire
• The broader Shire community

Benefits Realisation Schedule
• During Project
• After Project
Sample Outcome Profile™
An Improved Community Perception of Local Youth

Roles and Responsibilities

• During the Project
  – Youth Project Committee
    To plan and implement a communications strategy
  – Project Officer
    To implement assigned parts of the communications strategy

• After the Project
  – Local Shire Council
  – Local Police Force
  – Local Community Groups
Sample Outcome Profile™
An Improved Community Perception of Local Youth

Assessment - Quantitative
• Number of news stories that promote positive youth community participation
• Local survey results

Assessment - Qualitative
• Case studies
• Anecdotal feedback from local youth
• Anecdotal feedback from local "non-youth"
Sample Outcome Profile™
An Improved Community Perception of Local Youth

Project Outputs
- Communications Strategy
- Current, accurate presentation material
- Calendar of Youth Project presentations to community groups
- Surveys & survey results
- Youth Project Newsletter
- News Reports
Sample Outcome Profile™
An Improved Community Perception
of Local Youth

Dependencies  *Examples Only*

- Local media provides ongoing support to the promotion/reporting of Youth Project activities and achievements
- Youth Project network of contacts maintains support of Youth Project activities
- Number and size of Youth Project "good news stories" outweigh "bad news stories"
Sample Outcome Profile™
An Improved Community Perception of Local Youth

Risk Summary Examples Only
1. Local media representatives do not provide ongoing support to the promotion/reporting of Youth Project activities and achievements
2. An insufficient number and diversity of community groups are prepared to have Youth Project representatives make presentations to them
3. The Youth Project network of contacts does not maintain consistent support of Youth Project activities.
4. Number and size of Youth Project "good news stories" do not outweigh "bad news stories"

Financial Summary – n/a
A Collaborative Method for Defining Project Outcomes

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2. Cross Reference Project Outcomes to Outputs

3. Define/Review Project Outputs
## Cross Reference Project Outcomes to Outputs

<table>
<thead>
<tr>
<th>Project Outcome Name</th>
<th>Project Outputs</th>
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<tbody>
<tr>
<td></td>
<td>Comms Strategy</td>
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<td>News-letter</td>
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<td>Pres. Material</td>
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<td>Pres. Calendar</td>
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<td>Survey</td>
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<td>Survey Results</td>
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<td>Good News Reports</td>
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</tbody>
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| An Improved Community Perception of Local Youth | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Outcome 2                                       |   |   |   |   |   |   |   |
| Outcome 3                                       |   |   |   |   |   |   |   |
A Collaborative Method for Defining Project Outcomes

1. Stakeholder Workshop
   a. Identify Project Outcomes
   b. Prioritise Project Outcomes
   c. Define Priority Project Outcomes

2. Cross Reference Project Outcomes to Outputs

3. Define/Review Project Outputs
Define/Review Project Outputs

- Output Specification
  - purpose, format, content
- Activities
- Resources
- Schedule
- Budget
## Define/Review Project Outputs

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### Project Outputs

- Comms Strategy
- Newsletter
- Pres. Material
- Pres. Calendar
- Survey
- Survey Results
- Good News Reports
Summary

• Alignment
  – Project Outcomes, Benefits and Outputs
• Outcome Profile™ Templates
• Collaborative Method
  – Identify, Prioritise and Define Outcomes
• Cross Reference Outcomes & Outputs
• Define/Review Project Outputs
Q & A

Thank You!