

Results Measurement

for Sustainable Private Sector Development



Training Course
Ede, The Netherlands
25 – 29th August 2014

There is an increasing demand for solid results measurement to assess the effectiveness and efficiency of development aid.

The Donor Committee for Enterprise Development has developed practical guidelines, based on proven good practice, to improve project performance and to enable you to communicate credible results.

This course will introduce these principles, steps and practices that will enable you to apply the DCED Standard within your organisation.

Participants

- You are working for a **donor** organization and you want *efficient results measurement* and *credible impact* from the programs you are funding.
- You are a **project manager** who wants to make use of results measurement for strategic *learning and decision-making*.
- You are an **M&E specialist** looking for practical guidelines on *how to conduct results measurement*.
- You are a **consultant** confronted with questions from clients on *good practice in results measurement*.

A practical system for internal learning and communicating credible results

Course Objectives

By the end of the course you will be able to set up a **practical results measurement system** that can be used for internal learning and decision-making. You will learn how to **translate complex activities into realistic causal impact models (results chains)** that lead to improved **enterprise performance and poverty reduction**, and how these results chains can be used to predict impact, identify indicators, develop measurement plans and validate your assumptions. You will learn to make trade-offs between the different research tools, how to analyse results and how to **ensure the credibility of the final result**.

Course Outline

- Day 1
Background: the rationale for the DCED guidelines
The basics: how to analyse markets and develop market strategies and interventions. **The backbone:** how to translate interventions into results chains
- Day 2
How to define **indicators** for measuring systemic private sector change and poverty alleviation
How to work with impact **projections** and **assumptions**
- Day 3
How to select and combine **research tools** to capture results and establish credible **attribution**. How to develop and execute results **measurement plans**.
- Day 4
How to **interpret** results: results measurement as a management tool for learning and development. How to **aggregate** data in time and project-wide
Practice: apply the methodology to your own work
- Day 5
Practice: apply the methodology to your own work
Overview of the DCED Standard: compliance criteria and documentation requirements. **Systems:** how to create a MRM system that people use as their Management Information System
Reflection, action, certificates and closing

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Organized and conducted by
Hans Posthumus Consultancy
www.hposthumus.nl

Course dates:

25-29th August, 2014

Location:

Ede, The Netherlands

Cost including tuition fee, all materials and lunch

Euro 2,250

Early bird discount:

10% up to 16th June 2014



The DCED Standard

Pressures are growing rapidly to measure and report on the results of private sector development; current PSD programmes are often not getting credit for what they are achieving. This Standard outlines key elements in a practical process for estimating results that can be managed by programmes internally.

Registration

Course registration can be done on line via <http://www.mdf.nl/course/rmmd-nl> or by mailing the MDF Registration Desk Registration@mdf.nl

The course fee of Euro 2,250 includes tuition, training materials and lunch during the 5-day training. Travel, accommodation and insurances are excluded.

Venue

The course will take place at the MDF head office at the Bosrand in Ede. The Bosrand Hotel (and training venue) <http://www.debosrand.com/> offers preferential room rates for participants (80 to 90 euro) if they are booked through MDF.

The objectives of the DCED Standard are:

- To make it easier for programmes to measure and report on their results;
- To work towards a shared understanding of acceptable accuracy in the estimation of results so that programmes' reported results are both credible and useful;
- Wherever possible, to measure a small number of "universal impact indicators" in a common way, to enable donors and others to aggregate their impact across programmes; and
- To enable programmes to use results measurement for day-to-day management, particularly to validate the assumptions on which the programme logic has been based.

The Standard offers donors:

- a common approach to results measurement, that can be applied to a variety of PSD programmes at little extra cost;
- clarity on what programmes will report, with consistent supporting documentation or 'paper trail';
- regular and credible estimates of programmes' results;
- universal indicators which donors can add together across multiple programmes; and
- potential to reduce oversight costs, particularly with smaller programmes.

Adopting the Standard offers programme managers:

- a means to clarify expectations with donors about results measurement;
- credibility for programmes in presenting their results;
- fewer questions about how results are measured by internally managed systems;
- clarity and uniform guidance on some of the more challenging aspects of results measurement; and
- regular and useful information for programme management

Who is who

[Hans Posthumus](#) has been actively involved in the development of the Standard of the DCED from the beginning. As a consultant with the pioneering group in early 2008, as a trainer conducting the first DCED Measuring Results course in 2009 and as a certified auditor conducting the first-ever DCED audit in 2011. Hans has developed and conducted Measuring Results courses and lead workshops in Asia, Africa and Europe, and supports projects and organisations to comply with the DCED Standard.

[Phitcha Wanitphon](#) has pioneered the DCED Standard as Deputy Programme Director at the Thai-German Programme for Enterprise Competitiveness (TG-PEC). Phitcha advised many programs how to apply the DCED Standard.

Phitcha is a certified auditor. He has conducted DCED trainings and workshops since 2012 and has undertaken many full DCED audits and pre-audit reviews since 2011.

Hans and Phitcha are the course trainers.

[MDF](#) is a global training and consultancy agency, with over 25 years of experience in international co-operation. Our services are to enhance competencies of staff members, assist organizations to improve performances, maximize the impact of partnerships and networks and focus on sustainable results in projects and programs. As facilitators of results-oriented learning we take the experiential learning cycle as a guiding principle.

[Donor Committee for Enterprise Development \(DCED\)](#) promotes private sector development (PSD) in developing countries. It provides a forum, in which donors and UN agencies can exchange information about their programmes, and the lessons learned through those programmes. Building on experience, the Committee publishes common guidance for member agencies.