

# SETTING OUTCOMES

## TOP 10 TIPS

Organisations can proactively use sport & physical activity as an intentional tool to achieve both increased participation & wider social outcomes. We asked partners who are successfully using sport & physical activity as a tool for change, for their tips on setting outcomes & this is what they told us:

### Keep it simple

- Don't have too many intended outcomes
- Be both realistic & optimistic
- Keep language simple & clear

### Base outcomes on needs

- Talk to people in communities about their needs
- Consult, research & explore priorities
- Tie outcomes with local priorities

### Work back from your vision

- Think about who your outcomes are for
- Summarise your overall purpose in one sentence
- Ensure your outcomes fit your vision

### Discuss outcomes

- Discuss intended outcomes with colleagues
- Speak to those who will deliver the project
- Get a critical eye or sound check from someone

### Learn from others

- Look at the outcomes of similar projects
- Involve people from different sectors for a bigger picture

### Focus

- Identify a lead for agreeing final outcomes
- Avoid drift or dilution of outcomes
- Try to keep the same people involved across all stages

### Be flexible & reflective

- Allow space for outcomes to change
- Be open to unexpected or negative outcomes
- Be honest, reflect, learn & change

### Measure outcomes

- Identify measurement of goals from the beginning
- Tell a story of change for your participants

### Get evidence

- Gather qualitative evidence about impact
- Don't focus too much on the numbers
- Value quality over quantity

### Celebrate!

- Tell people what you've achieved
- Celebrate and have fun together!

Changing Lives Through Sport & Physical Activity partners: