

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** → **Benefits**
Tangible & Intangible

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
-
- Benefits Management
- Project Management

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**



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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"

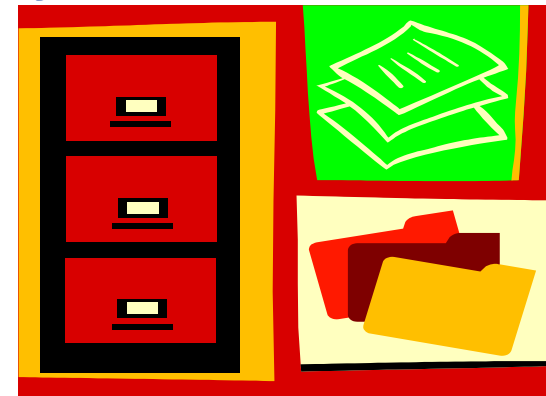


Sample Outcome Profile™

*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

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Cross Reference

Project Outcomes to Outputs

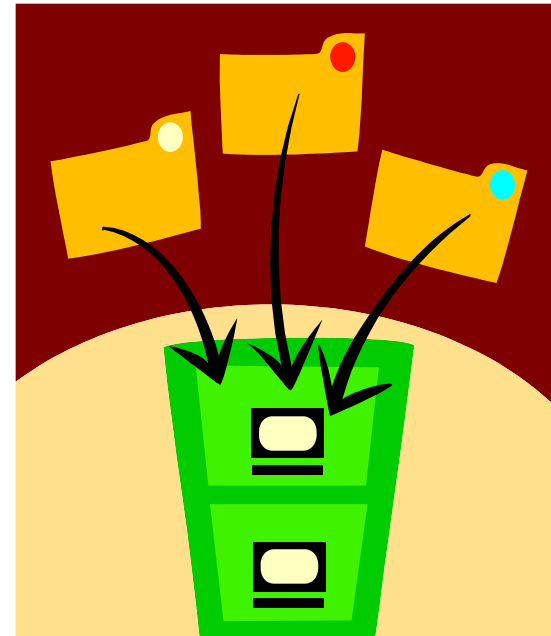
Project Outcome Name	Project Outputs						
	Comms Strategy	News-letter	Pres. Material	Pres. Calendar	Survey	Survey Results	Good News Reports
An Improved Community Perception of Local Youth	✓	✓	✓	✓	✓	✓	✓
Outcome 2							
Outcome 3							

A Collaborative Method for Defining Project Outcomes

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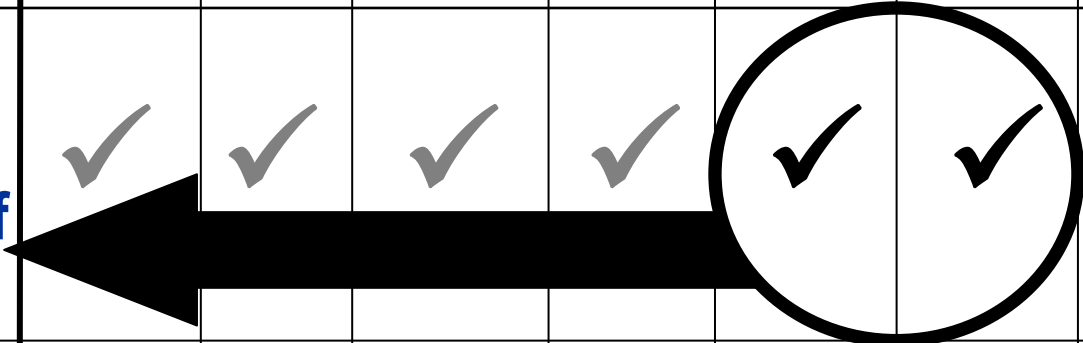
Define/Review Project Outputs

- **Output Specification**
 - purpose, format, content
- **Activities**
- **Resources**
- **Schedule**
- **Budget**



Define/Review Project Outputs

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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 !