

Tell me about Outcome Matrix

This tool can help a team quickly analyze and define the desired outcomes for a program or initiative. It is useful in exploring how each key stakeholder benefits from the program or initiative.

The discussions and insights generated while using this tool enable a team to effectively articulate desired outcome statements that take into account multiple stakeholder perspectives. And this will help the team stay focused on well defined and agreed upon outcome statements going forward.

HOW DO I USE IT?

An Outcome Matrix can be integrated into a collaboration event where a team wants to better define existing outcomes or create new ones. Here are some scenarios where this tool could be applied:

- As part of a strategy event where the group would like to have an in depth discussion on the desired outcomes for a program or initiative.
- As part of a performance measurement development effort. In this scenario, the team can use the tool to define desired outcomes which will help guide the selection and creation of appropriate metrics for a program or initiative.
- As part of an innovation sprint where the group wants to gain a deeper understanding of desired outcomes prior to generating solutions to a challenge.

TEMPLATE

Program/Initiative Title:

1. Who are the key stakeholders?

2. What matters most to them?

3. What outcomes do they expect from the program or initiative?

4. How will you recognize success?

1

2

3

4

Completing the Outcome Matrix

- Include the name of the program or initiative at the top of the template
- Who are the key stakeholders?
 - Select the key stakeholders for your program or initiative.
- What matters most to them?
 - Include the things that this stakeholder cares most about in relation to your program or initiative
- What outcomes do they expect from the program or initiative?
 - What are the results that this stakeholder expects from your program or initiative? Also consider how the results from your program or initiative contribute to their success.
- How will you recognize success?
 - What are the indicators that your program or initiative is delivering the outcomes that this stakeholder expects?

Guide for Facilitating Team Development of Outcome Matrix

- Explain the purpose of the tool and briefly go over each of the matrix headers in the template.
- Depending on group size and the number of program key stakeholders, you may want to divide the group into teams. Suggest assigning no more than four key stakeholders to a team.
- Select a scribe to capture discussion notes and to fill out the template.
- Have the team spend a couple of minutes discussing the program and their assigned key stakeholders.
- Have each team member quietly complete as much of the template as possible (about 10 minutes).
- Discuss team member input, one key stakeholder at a time. As the scribe captures this discussion, take note of areas of agreement/disagreement.
- After discussing all stakeholders and resolving any disagreements, summarize outcome statements for each key stakeholder on large stickies (preferably 6x8). Statements should be short but meaningful.
- Have each team provide a short debrief. Capture any questions/comments generated during the team debriefs.
- After teams present their summary outcome statements, lead a discussion to combine all team summary statements into no more than three outcome statements. Depending on group size and the number of team summary outcome statements you may want to use dot voting to help gain group consensus.