Defining Project Results

PROJECT RESULTS - What defines success and for how many participants/stakeholders?

Project results are those specific changes in participant/stakeholder behavior or condition that define success for a program or project. When organizations seek investment, project results are what they **commit to achieving**. Project Results are defined in advance, and they must be tangible, verifiable, and within the realm of possibility for an organization to influence.

Building a Project Result - A 4-Step Sequence

Following these four steps will help you devise a project result statement:
1. Identify the changes in behavior or condition you seek;
2. Specify the degree of change you consider a success;
3. Estimate how many participants *will* change in what ways and by when; and
4. Use a Result Statement structure to express your result by a specific date.

Step 1. Identify *the kind of change* you seek for your core participants.

Setting the result implies some comparison to current or expected behavior or condition of your participants. This can be represented as a reduction in negative or destructive behaviors (overspending, dropping out of school, etc.). These can also be stated in terms of increasing positive behavior. For example, setting and using a budget, getting into college, etc. Some examples:
- *Healthy and drug-free*
- *Financially stable*
- *Employment readiness skills*
- *Parenting skills*
- *Reconnect with supports*

Step 2. Specify *how much change* is required for you to consider it a success.

Your result must consider the question of degree... how much change; change maintained for how long; a condition with certain *minimum requirements* achieved. When you can clearly articulate this you have developed the content language of your project result. Some examples:
- *Maintains compliance with healthcare treatment plan for six months*
- *Reconnected with at least two loved ones and maintained healthy relationships for at least 6 months*
- *Maintain employment for 3 months*
- *Financially stable for at least 3 months*
- *Parenting positively for at least 3 months*

Step 3. Using the core participant group(s) you identified from the previous page, *estimate how many* **of your participants will change as you suggest.**

To be effective, your project results must have a number attached to it...kind and degree of change is not enough. This is the step that some find the most difficult; the question is: how many do you think you will succeed with? Consider your past experience with other participants and the characteristics of the participants you believe you will serve in the coming year. **Then make your projection!**

> *Of the __100__ participants we will serve, we will succeed with __40__.*

Step 4. Express your project result in a structured and time-bound way

The "content portions" of your result have all been identified, and now its time to put it all together into your Results Statement. Note that the results can vary in form. Three approaches you can use are:

Single Focus: By December 31, 2023, 40 of the 100 participants who participate in the healthy living programs, will pass all drug tests for at least 3 months after reentering their community.

Individualized: By December 31, 2023, 40 of the 60 participants in the financial management program will engage in two or more financially responsible behaviors identified in their financial stability plan for 3 or more months.

The Menu: By December 31, 2023, 25 of the 40 incarcerated and formerly incarcerated people participating in reentry readiness program will achieve at least 2 of the following:
- Reconnected with a family member or friend
- Completed parent effectiveness training
- Completed a job skills training
- Apply for 3 or more employment opportunities

Partnerships: By December 31, 2023, of the 25 organizations participating in the Financial Coaching Collaborative:
- 22 will actively engage in monthly meetings and invite two new organizations
- 18 will document and apply evidence-based best practices

System Change: By December 31, 2023, of the 100 stakeholders we engage, 20 will share proven data on best practices and encourage others to implement on their own.