
MEASUREMENT SYSTEMS REVIEW

For the last 15 years, Keystone has been designing and implementing measurement systems aimed at understanding impact and improving the effectiveness of social change organisations. Our work has involved setting up and delivering monitoring systems, feedback loops, and evaluations for domestic nonprofits, international NGOs, and large foundations. Gradually, we saw that there was a universal early indicator for success on the path toward greater effectiveness: taking stock of your measurement and evidence capabilities and building on them.

To allow organisations to do this, we created the Measurement Systems Review, a systematic stress test of how you measure, learn, and improve, covering methodology, content, technology, and utility.

WHAT WE WILL DO...

- **Scope:** We will start with basic background reading on your organisation, your aims, and activities. This is followed by an introductory call to discuss your existing measurement practices, understand your measurement needs, and outline the engagement process.
- **Agree:** Either in person, or remotely, we will conduct an in-depth review, using the scoping activities as our starting point to identify pertinent questions we will then try to answer collectively.
- **Understand:** Using interviews, document reviews, analysing workflows and interactive activities, we will begin to understand what you do, what is working, and where improvements could be made.
- **Analyse & recommend:** We will share a short report, with a summary of your existing practice, the extent to which it meets your needs, and how it aligns with accepted best practice. It will include clear and actionable recommendations for improvement.
- **Debrief:** We will hold a final remote debrief to discuss the report, answer any queries you may have, and brainstorm possible next steps.

QUESTIONS WE WILL ANSWER...

- Do your measurement systems align to your **theory of change**? Are they meeting your information needs?
- Does your data speak to **your impact**? Does it allow you to improve as a result?
- Are you collecting data in an **appropriate way**? Are you using well-crafted questions?
- Are you using **different data sources** and maximising insight from all the data available?
- Are you using your measurement systems to **build relationships** as well as collect data?
- Are you ensuring you **act and communicate** on lessons learned from data gathered?
- As an organisation, are you set-up to **iteratively learn** and improve how you operate?
- What is the **value** of your key data sets; are they large enough and over a long enough timeframe to support insights and inferences about your work? Can they be merged with other data sources to extend their power?
- How do the survey questions you ask compare with our bank of over 5,000 tested questions? Are there valuable and insightful **performance benchmarks** available?

WHAT IS INCLUDED



COSTS

A 4-day remote review costs £3,000.

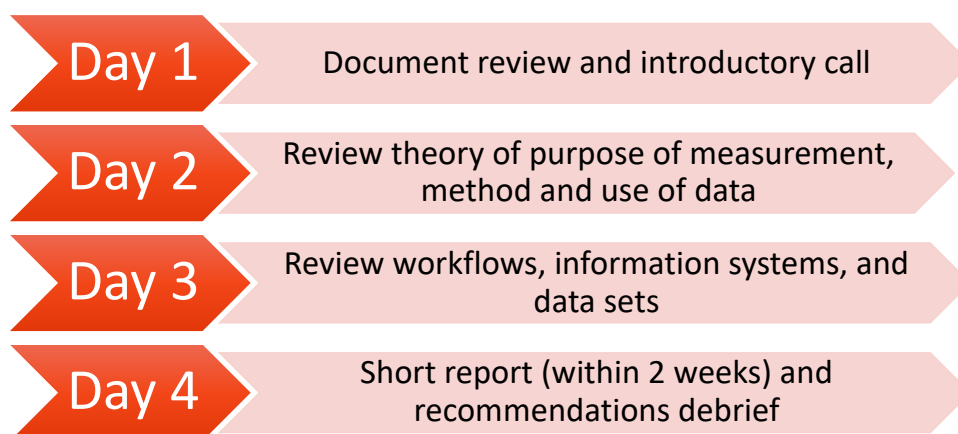
If travel costs are covered part of the review can happen face-to-face, which some clients prefer.

All costs subject to VAT where applicable.

Interested?

If you would like to know more about how a Keystone Measurement Systems Review could help your organisation, please contact Kai Hopkins – kai@keystoneaccountability.org

HOW IT WORKS



Jo Wells, Director, Blagrave Trust

Keystone's review of the feedback and listening practice of ten of our grantees was useful and catalytic. Keystone surfaced insights about our partners practice - what was working, and how they could improve. The partners valued the exercise highly, in particular appreciating the specific expertise on constituent voice that Keystone provided. As a funder, the research provided the impetus to pilot and then create a new multi-donor fund to better support partners to measure better, the Listening Fund.