

Shona Wells, Training Officer at Evaluation Support Scotland explains how to write an outcome in one minute.

How to write an outcome

Because outcomes are about change they should always contain a change word and by that we mean a word like increase, decrease, reduce, improve. They should describe the 'who', 'what' and 'how' of change. So for example, if we had an outcome that was 'older people will feel less isolated', the 'who' is older people, 'what we are hoping to change' is how isolated they feel, and how do we hope that will change is the 'less'. So the 'how' refers to the direction of change rather than how will we change it. The direction of change is the increase, decrease, more, less. So **if an outcome is about change and describes the 'who', 'what' and 'how' of change then it's a well written outcome.**