

Shona Wells, Training Officer at Evaluation Support Scotland explains what an outcome is in one minute.

What is an outcome?

So outcomes are the changes or differences that you hope to make through the work that you do and often we're quite good at describing the activities that we deliver or the services that we deliver but find it a bit more challenging to explain the differences that we hope to make by delivering those activities. So that's what outcomes are all about - **explaining the difference or change that you hope to make through you work.**

It can be helpful sometimes to ask yourself the question, 'What is the problem we are trying to solve?' and then based on that problem, you can start to think about the outcomes you hope to work towards, so what solutions might you be hoping to work towards to address that problem. And we recommend having outcomes so that you can measure the difference that you are making, not only so that you can prove the value of your work maybe to funders or to an external audience but also so you can improve your services as well.