

## How can organisations measure intangible outcomes such as changes in attitude?

Many organisations have outcomes that are abstract or intangible. For example, 'increased positive attitudes of young people about social issues' is an aim that could be difficult to measure, as it does not lend itself to being counted. In areas such as this, that cannot be measured directly, organisations may need to use indicators that assess the change approximately. These are called 'proxy' indicators. For example, time keeping and attendance levels, taken together with other evidence, may be an indication of 'an increased sense of commitment and responsibility', the expected outcome. Asking users themselves about how they are feeling about certain issues is another valid way which, when repeated over time, will provide information on how their attitudes may be changing.

When looking at monitoring tools to measure these intangible outcomes, the outcomes star is an extremely useful one to use. The star can measure a number of aspects of the users including levels of confidence, drug use, offending behaviour and skills. This is only a sample, however there are many more things that can be measured and the star can be modified to suit your own individual users. This enables the users to monitor their own change and creates a visual representation of the journey that they are making. This can be motivating for the user but also the worker as well as they can hopefully see that progress is being made.

If you are interested in learning more about outcomes, establishing them for your own projects and how to monitor them, then the Gio Project hold regular training sessions or you can contact us for 1-2-1 support. For more information or to book a place please email [hello@gioproject.org.uk](mailto:hello@gioproject.org.uk)