

HOW DO WE EVALUATE THIS WORK?

David O'Fallon

Evaluation means creating set of guiding questions that helps us plan and reflect on our work, and taking action within the framework they create.

These are the questions that I suggest we use to guide us now and in the times ahead. They're informed by many, including Seth Godin who stated that "the next economy will be the relationship economy," and my personal conviction that, ultimately, all we have is the authenticity and integrity of our human relationships:

- How does this event (or action, program or communication) strengthen relationships among people?
- How does it form and encourage new ones?
- How are relationships made increasingly authentic, meaning that people speak from their own experience and truth, and are listened to and received as such?
- How are safe spaces/times built that help create or deepen relationships?
- How is this event (or action, program, or communication) part of a long-term commitment to establish trust, understanding, openness - the necessary foundations of authenticity and integrity?
- How does this organization (or collaboration of organizations) value relationships as part of its mission and work, as evidenced by setting time and resources to build and sustain them, and by rewarding and affirming them?