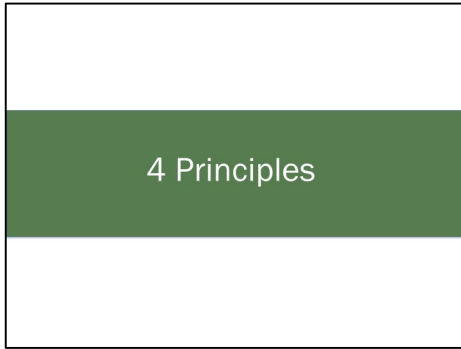




# An Executive Summary is Not Enough

## Effective Report Alternatives for Evaluators

Kylie Hutchinson  
Community Solutions Planning & Evaluation  
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 @EvaluationMaven



- Target your audience
- Develop a communications plan
- Layer the content
- Order the key messages



## Common Report Errors

- Short Executive Summary
- No jargon
- Use report headers
- Key data only
- Don't wait for perfect data
- Limit narrative
- Consider formatting and design



## Alternatives to the Final Report

- Slides
- Presentations
- Infographics
- Mapping
- 1-2 Pagers
- Others

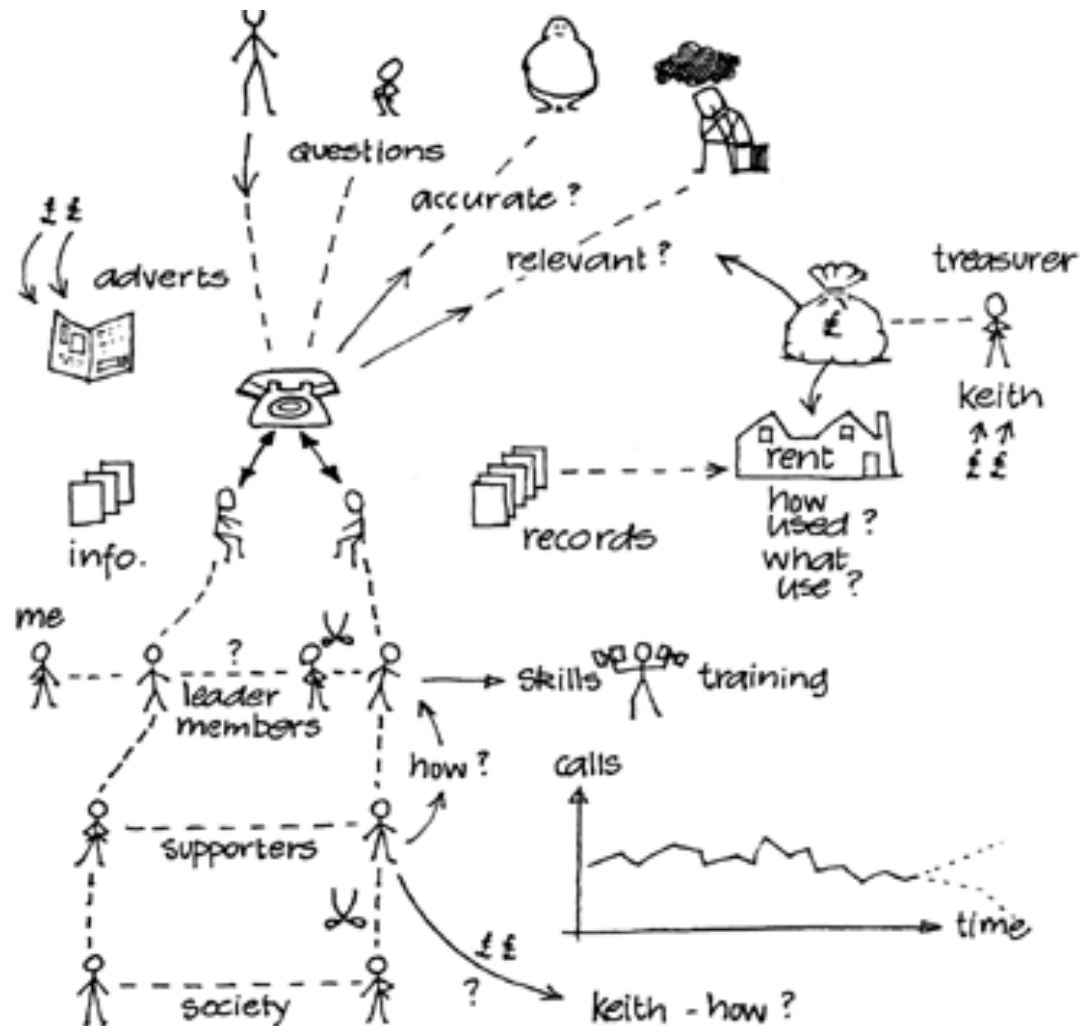




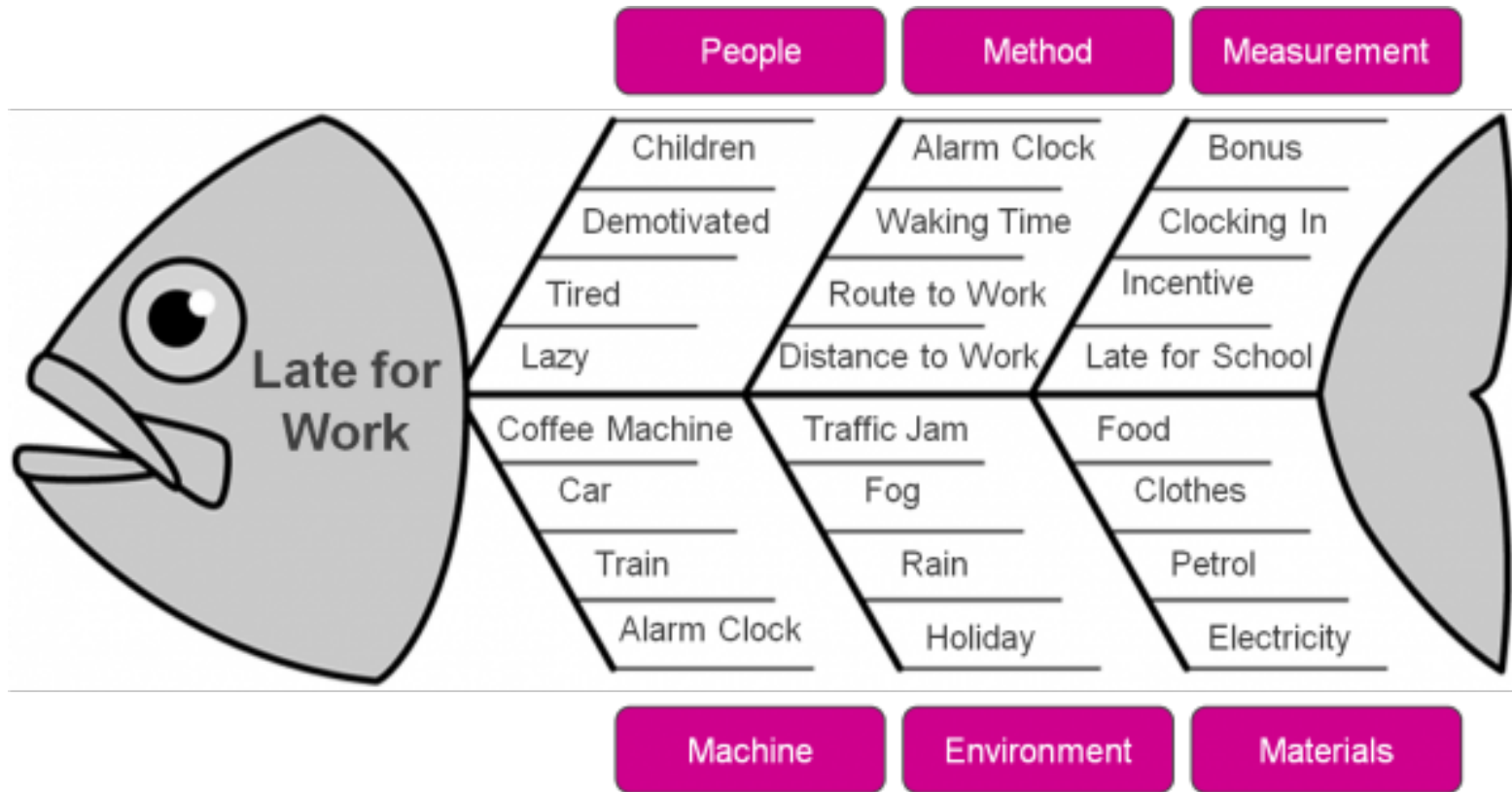
- System maps
- Rich Pictures
- Fishbone Diagrams
- Storytelling
- Evocative Images
- Interactive System Maps
- Knowledge Broker



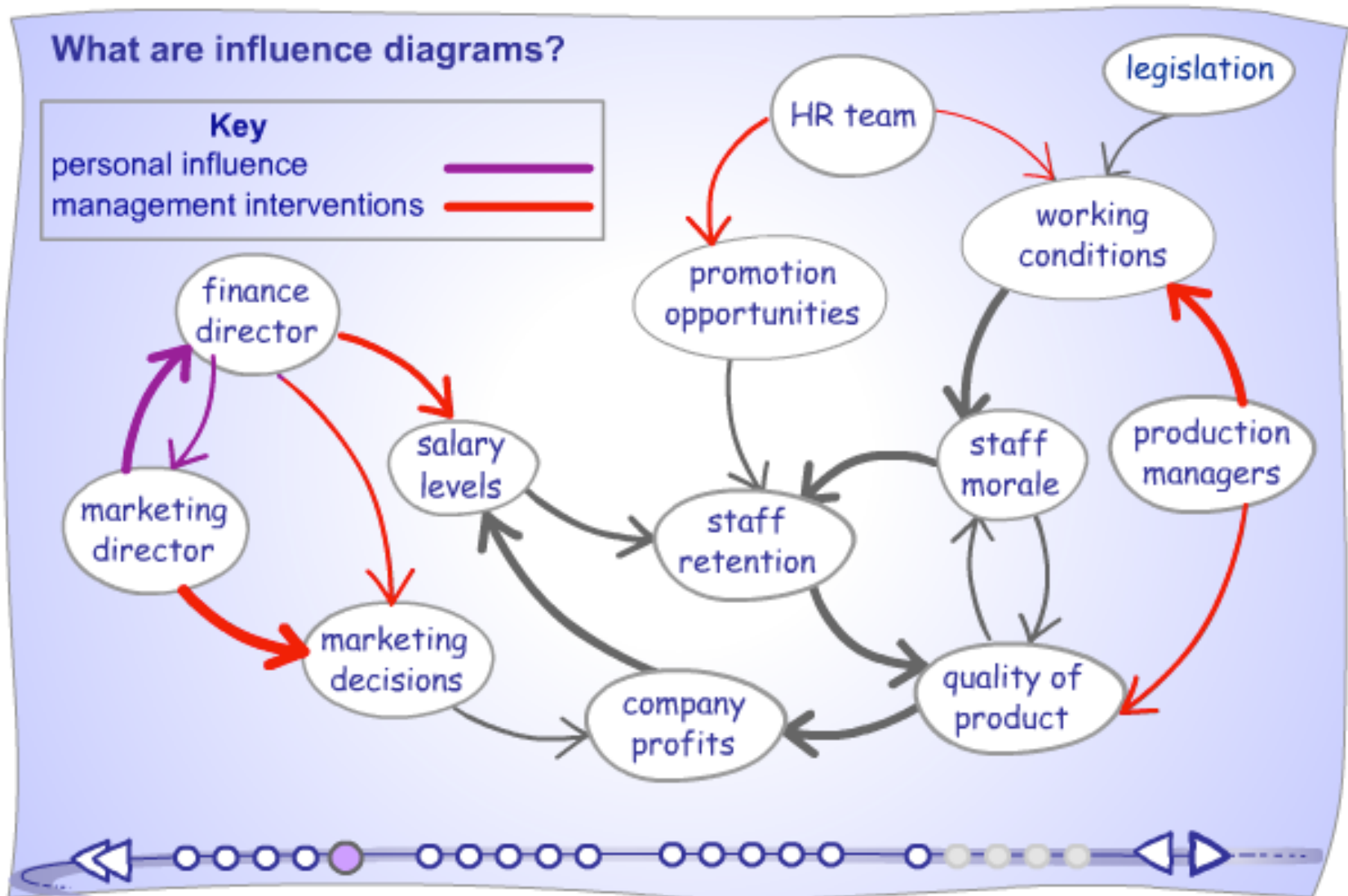
# Rich Pictures



# Fishbone Diagrams

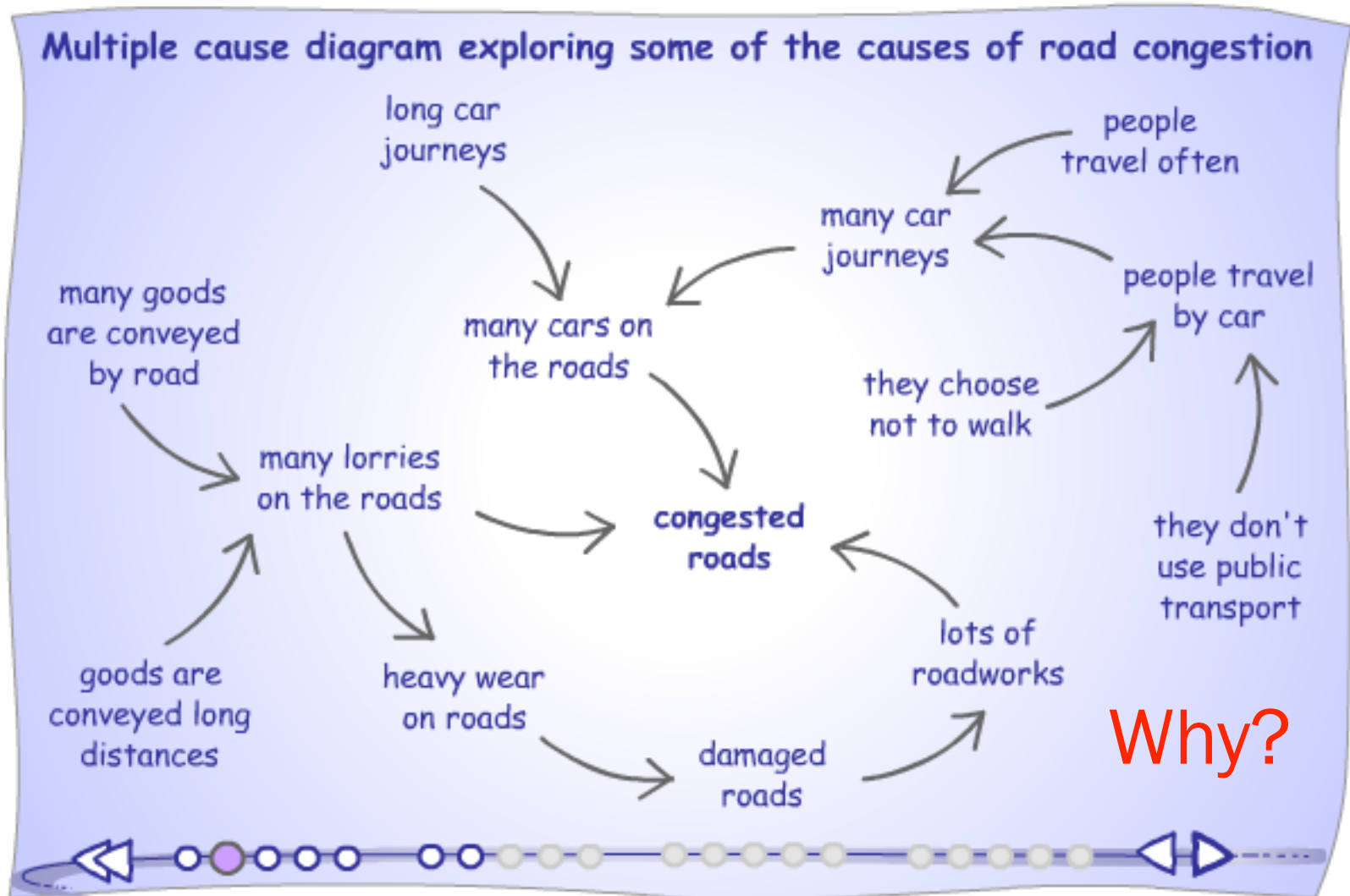


# Influence Diagrams





# Multiple Cause Diagrams



# 10 Ideas for Communicating Complex Evaluations

## Rethink System Maps

Are they a better investigative vs. communication tool?

01



## Target Your Audience

To meet their individual information needs.



02

## Layer the Content

Let stakeholders go as shallow or as deep as they choose.

03



04

## Order Your Key Messages

Start with the "answer" first.



## Consider Alternatives

To the traditional lengthy final report.

05



# 10 Ideas for Communicating Complex Evaluations



## Turn Off Your Computer

To engage your creative right brain.

06



## Tell Stories

To increase engagement and understanding.

07



## Use Images

To show different stakeholder perspectives.

08



## Use a Knowledge Broker

To co-develop knowledge translation products.

09



## Take Baby Steps

Don't ask for permission, ask for forgiveness later.

10



