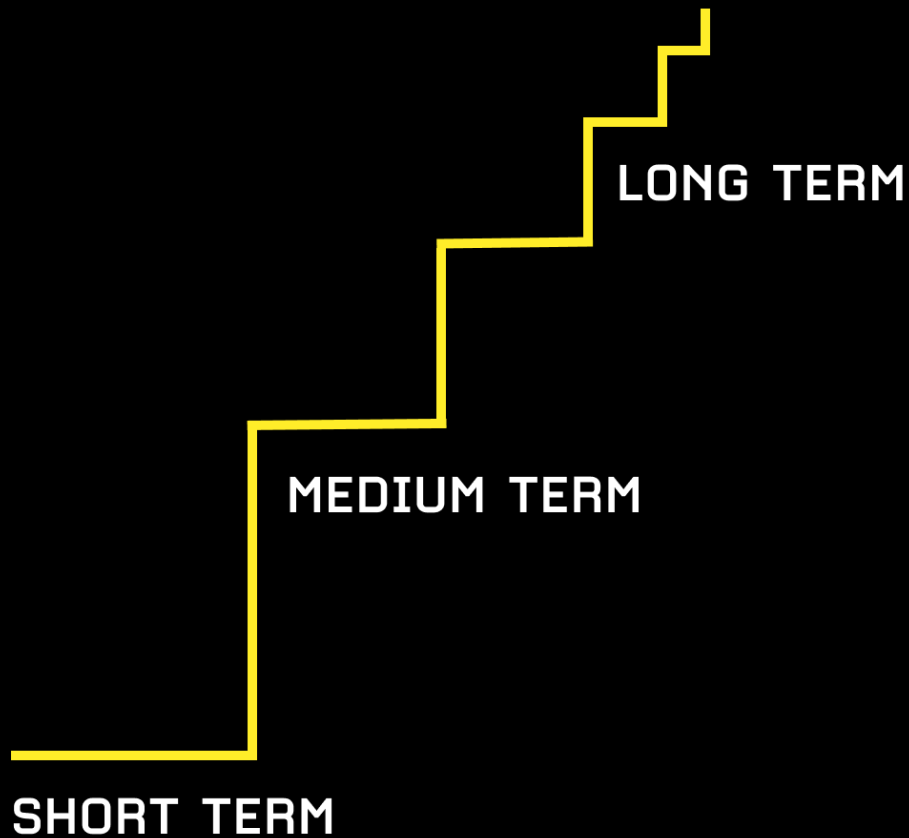
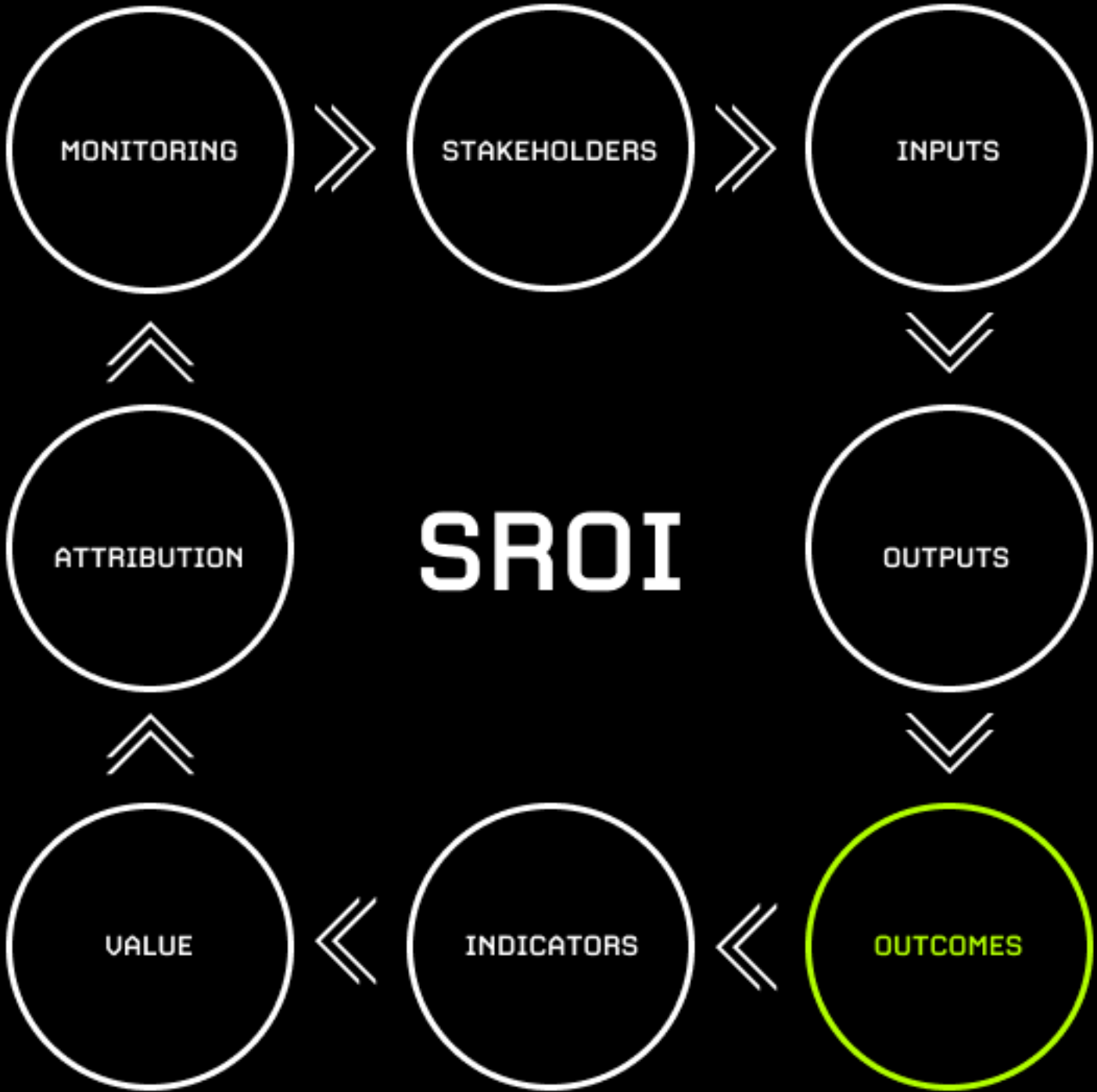


Outcomes

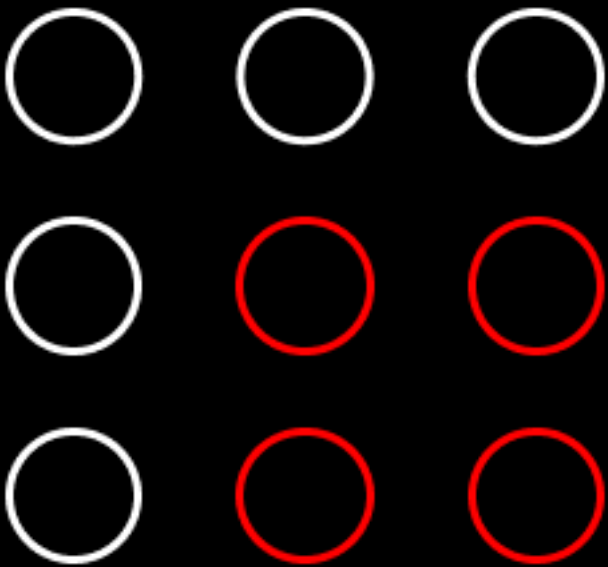
Demonstrating the Changes Created





1. Introduction

What are Outcomes?



Outcomes reflect the real difference made in people's lives not just what was delivered, but what changed because of it.

Put simply, outcomes show how people or communities are better off because of your actions. They go beyond activities like running workshops or making home visits, focusing instead on the real-world impact your activities have.

Outcomes can emerge over different timeframes. They may begin with short-term shifts such as increased confidence or knowledge, progress to medium-term changes in behaviour or attitudes, and ultimately contribute to long-term improvements in individual wellbeing or community conditions.

Each outcome should be well defined, material or important to stakeholders and attributable to your work.



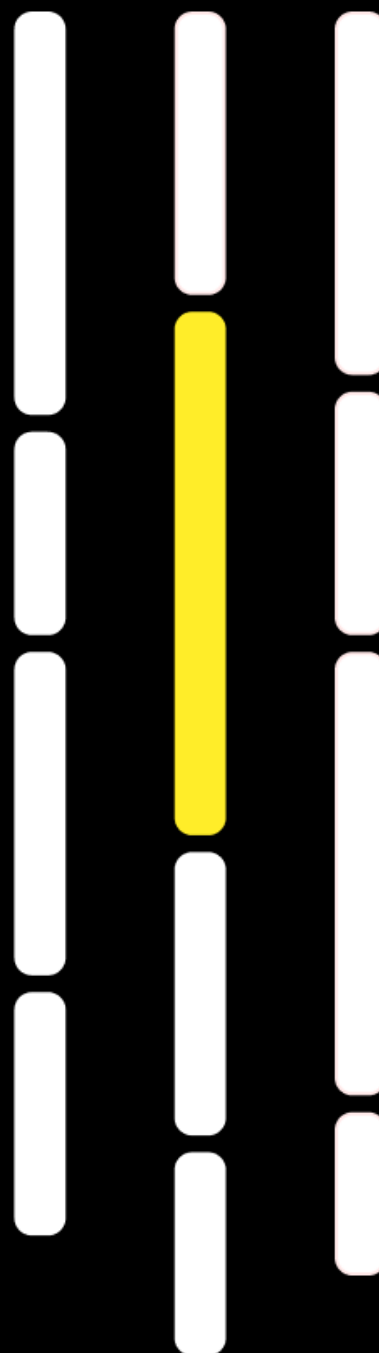
Outcomes are central to demonstrating the value of your work.

- Show that your activities lead to meaningful change for people, not just delivery of services. Outcomes highlight real benefits and help others understand your impact.
- Help assess whether your work is achieving its intended goals. It reveals what's working, what isn't, and where to adapt.
- Strengthen funding cases by providing credible, measurable evidence of change and return on investment.
- Guide decision-making by showing where your efforts have the greatest effect. This helps you focus, improve, and scale with confidence.

Ultimately, outcomes are what matter most to stakeholders. They connect your actions to the difference made, making them the foundation of any credible impact story.



2. Why Outcomes Matter?



3. Types of Outcomes



Outcomes can be grouped into broad categories that reflect different dimensions of impact.

- **Social outcomes** relate to people's relationships, networks, participation, and sense of belonging. They include things like reduced isolation or stronger community connections.
- **Cultural outcomes** reflect strengthened identity, language, heritage, or connection to cultural practices. These are especially important in kaupapa Māori and indigenous contexts.
- **Health and wellbeing outcomes** focus on physical, mental, and emotional health. They might include improved self-care or better mental health.
- **Economic outcomes** relate to financial stability, access to employment, education, or reduced service costs. These outcomes often support longer-term independence and resilience.

Local Community Initiative

Scenario: A local marae runs a weekly *kai and kōrero* night, bringing together whānau for shared meals, workshops, and cultural activities.

Through this programme some key outcomes that were identified included:

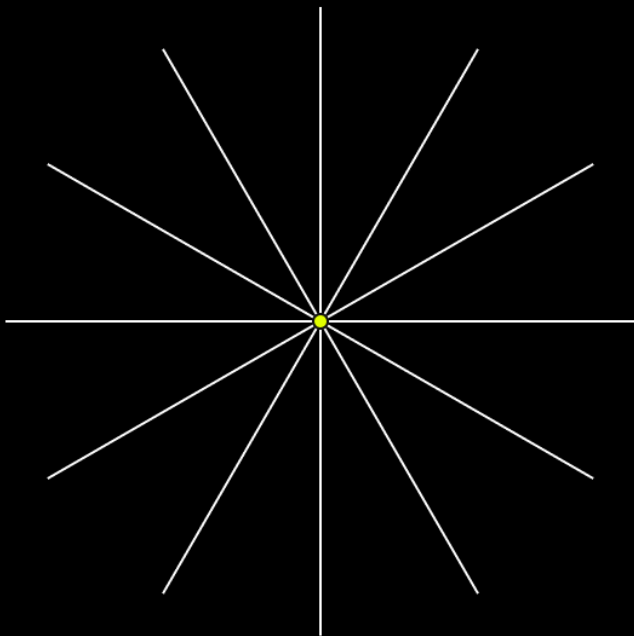
- **Stronger social networks:** Participants build friendships through regular group events, reducing isolation and fostering mutual support across neighbours and whānau.
- **Increased community leadership:** Rangatahi take on roles organising events and speaking at hui, growing their confidence to lead initiatives within their own communities.
- **Greater cultural connection:** Participants engage in kapa haka and reo Māori classes, strengthening cultural identity and pride in whakapapa and traditions.



3.1 Example



4. Identifying Outcomes



To identify meaningful outcomes, use these practical steps:

- **Start with your goals:** What changes were you hoping to see?
- **Listen to stakeholders:** What did participants, staff, or partners say was different because of the programme or initiative?
- **Use your logic model or theory of change:** Trace the path from activity to impact.
- **Look at feedback, case notes, or evaluations:** What shifts are described in these documents.

Tip: After describing each output, ask yourself: “So what happened as a result?”

For example: We delivered 10 digital skills sessions. *So what?* Participants gained confidence and applied for jobs.

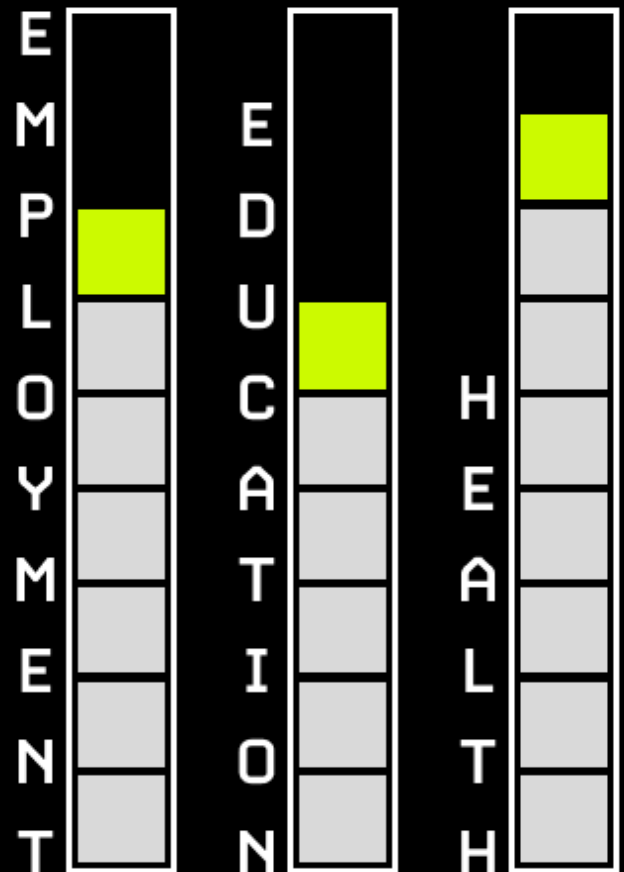
That second part is your outcome.



Recording and reporting outcomes is more than ticking boxes it's how you show that real change is happening.

- Good outcome data builds trust, supports learning, and lays the groundwork for valuing impact.
- Make sure to record outcomes the same way across time, sites, or teams. Define what counts and stick to it (e.g. per person, per household, per session).
- It is important to note that outcomes may take time to show up. Some are immediate, while others emerge months or years later. That's why it's useful to think in timeframes.
- Outcomes can be harvested using a variety of methods including: pre- and post-surveys, interviews or focus groups, feedback forms with open-ended and scaled questions, or case studies.

5. Recording and Reporting



6. Common Mistakes



Getting clear about outcomes can be tricky. Here are a few pitfalls to watch out for:

- **Confusing outputs with outcomes:** Delivering a workshop is not the same as someone gaining confidence.
- **Assuming change without evidence:** Just because something was delivered doesn't mean it created change.
- **Using vague or abstract terms:** Be specific what exactly changed? For whom?
- **Trying to measure too many things:** Focus on the outcomes that matter most to your stakeholders.
- **Ignoring small wins:** Not every outcome needs to be transformational. Small, meaningful shifts are still valuable.

7. Conclusion

In SROI, outcomes are where the real value lies. They are the reason you do what you do and the most powerful way to demonstrate your impact. While outputs help you show what you delivered, outcomes show what changed. Together, they create a full picture of your contribution to people and communities.

So as you reflect on your work, ask: **“What changed for the people we worked with? What difference did we make and how do we know?”**

If you can answer that, you’re well on your way to strong outcomes reporting and a meaningful measurement of the social value generated.

Matatihi has delivered dozens of social impact assessments across diverse sectors, from valuing the impact on Māori of 5G spectrum ownership to assessing the benefits of mentoring and many other meaningful projects along the way.

Our approach combines rigorous methods aligned with New Zealand Treasury standards, government expectations, and specific funding criteria, ensuring that your outcomes are clearly understood and valued appropriately.

Feel free to reach out anytime - I’d love to kōrero about your aspirations and explore how Matatihi can support your goals.

Dr. Jay Whitehead

Economist and Founder at Matatihi

Ōraka Aparima | Ngāi Tahu | Kāti Māmoe

