

Communication Myths?

1. Accountability and learning are irreconcilable. Evaluation needs to take a stance to focus on one or the other.
2. Communications must come at the end of the evaluation cycle.
3. It is the responsibility of the communications team to communicate not the evaluators.
4. Communications require a big budget.
5. As evaluators we know who to communicate to, what to communicate and when.
6. Communicating unfavorable results will jeopardize relationships so better not to.
7. Communications means blogs, events, publications etc.

Communication Rhapsody: Boosting Evaluation Knowledge Sharing & Use



Saleha Waseem,

Why boost evaluation knowledge sharing

*Use of evaluation findings for decision making and in support of evidence-based policy, depends to a large degree on the ability of the evaluation community to share key findings to targeted audiences **clearly, precisely and succinctly**...using various knowledge products to repackage and highlight evaluation findings*



Improved
Development
Effectiveness



Mandate to Communicate Evaluations

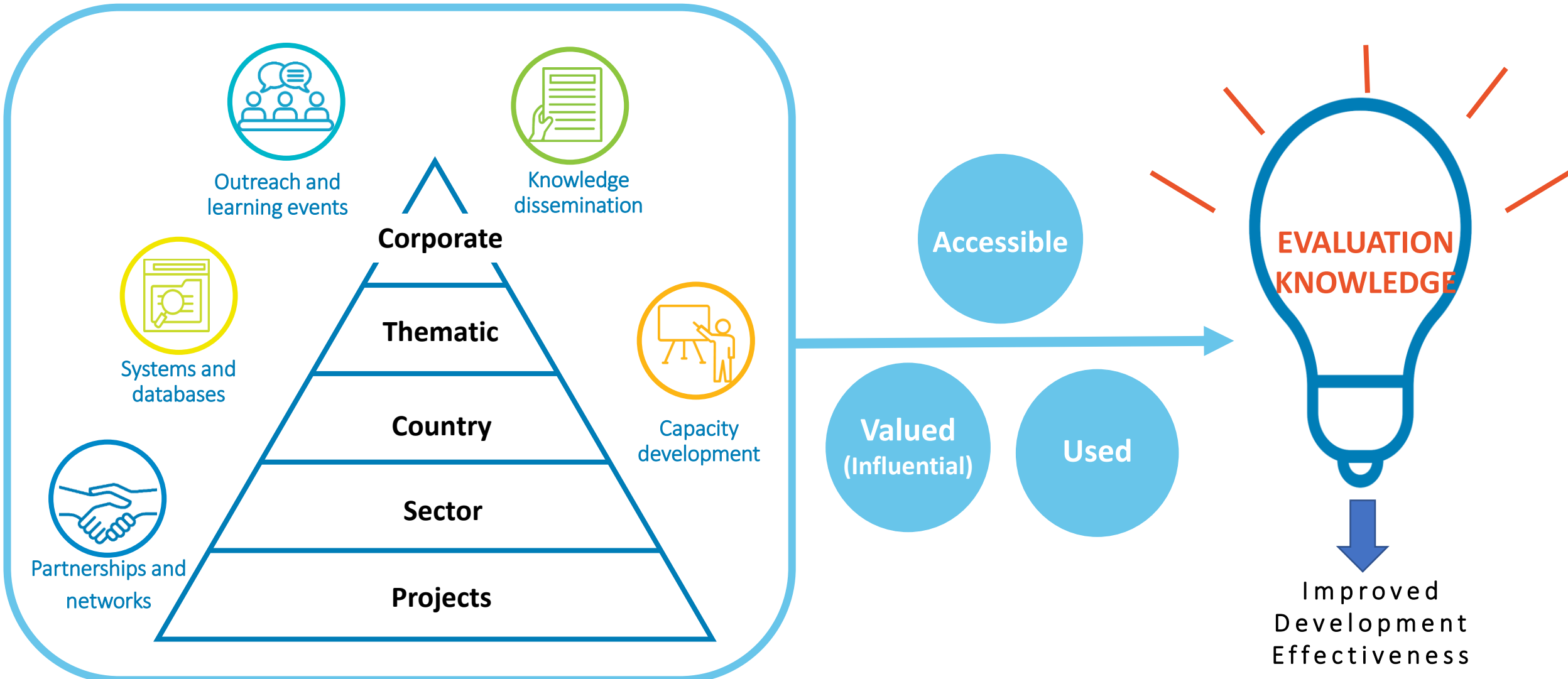
- ❑ ADB Independent Evaluation Policy (2008)
- ❑ ADB Evaluation Principles (2021)
- ❑ DMC demand and Board requests
- ❑ Stakeholder feedback (perception survey and stakeholder analysis)



Communications Around Evaluation Stages

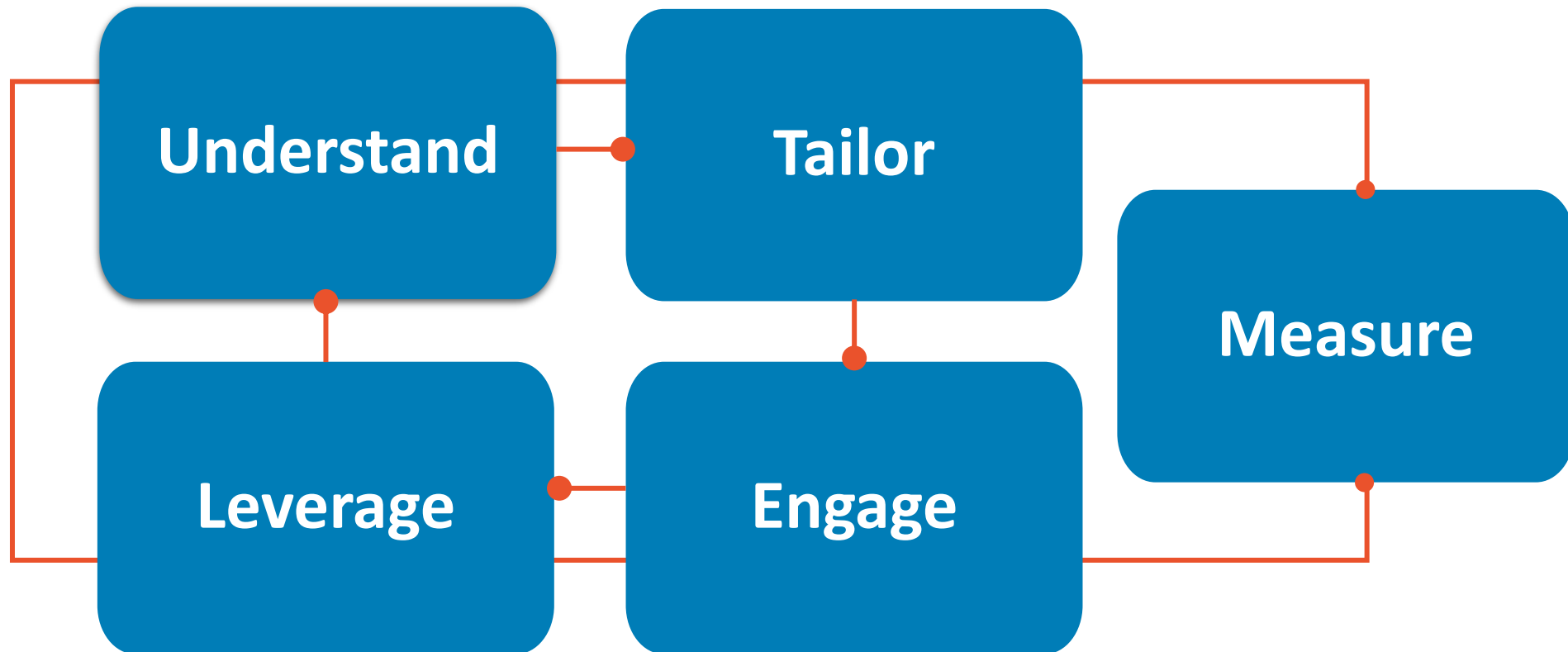


Evaluation Knowledge Management Approach



Our Strategy

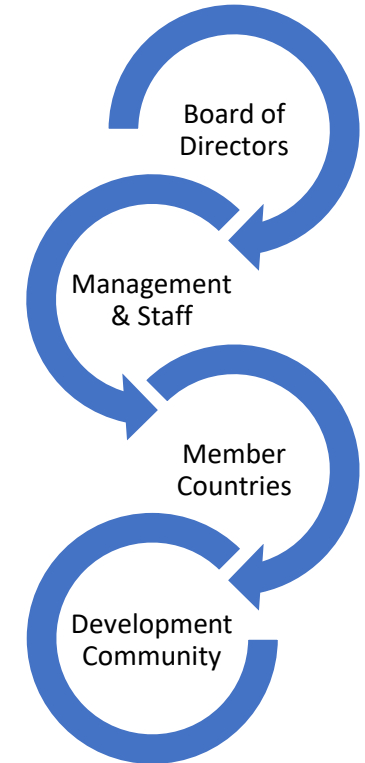
The right knowledge for the right audience at the right time



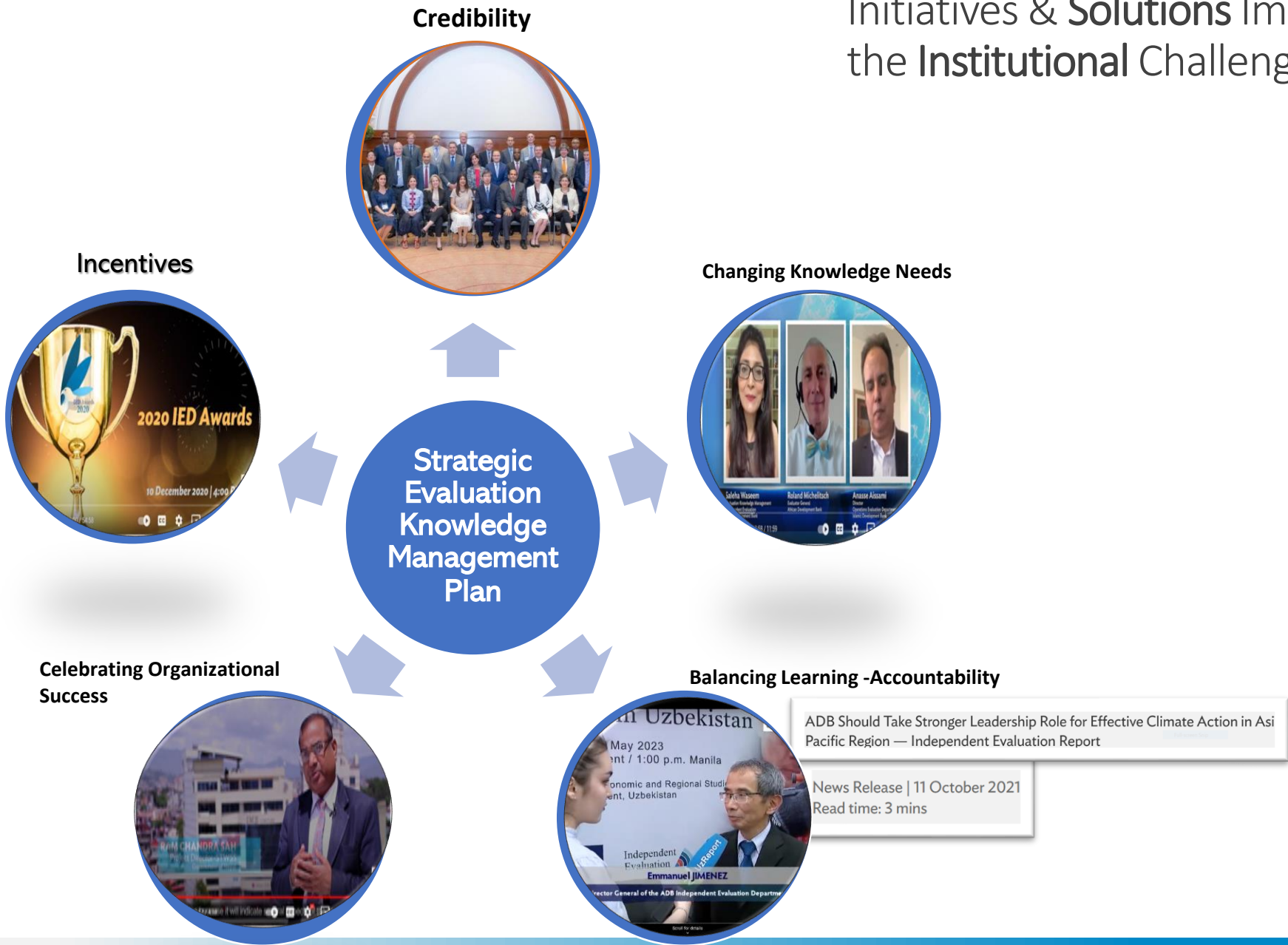
Institutional Challenges to Sharing Evaluation Knowledge



Primary Stakeholders



Initiatives & Solutions Implemented to Address the Institutional Challenges



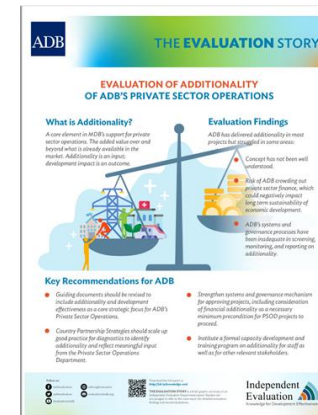
Knowledge Solutions Beyond the Institution



Capacity development



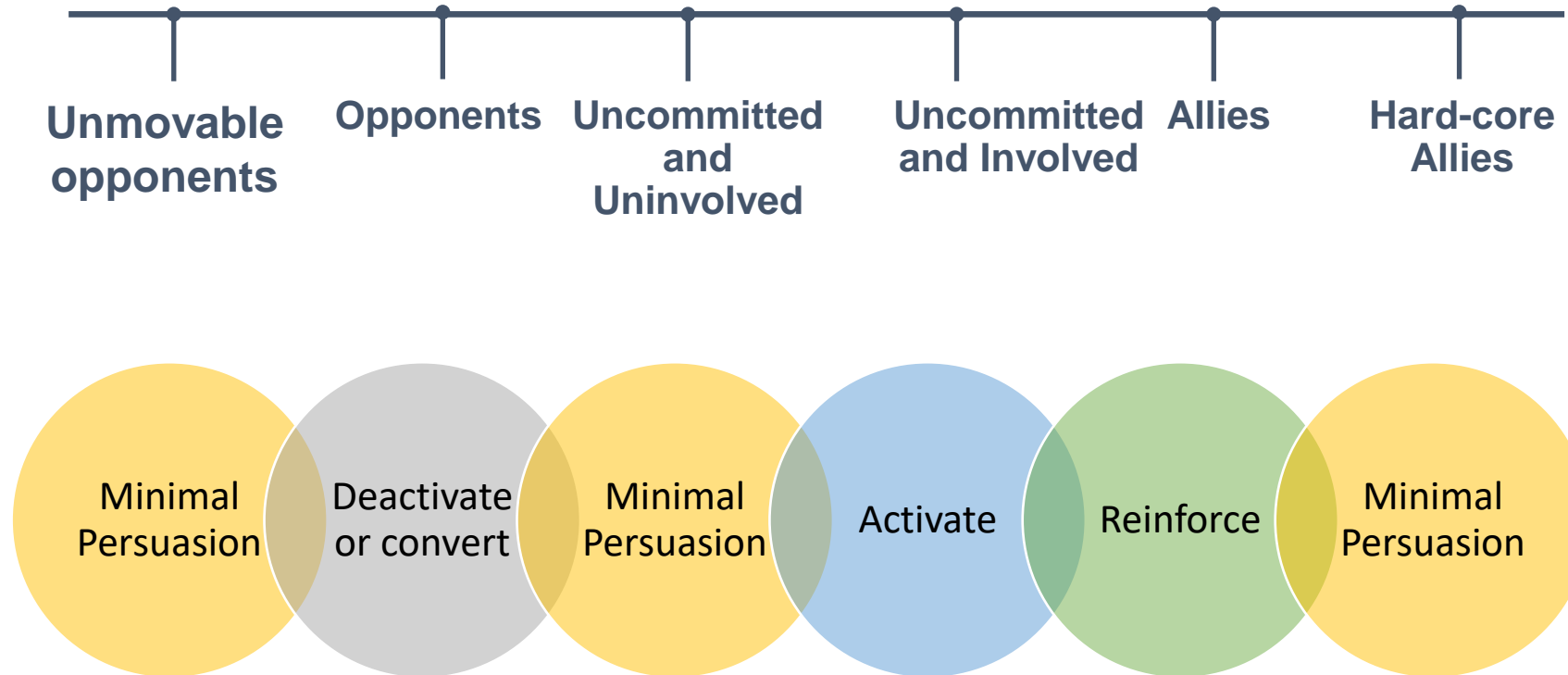
Outreach - knowledge events & products



Partnerships and networks



Targeting Strategies



An Ongoing Process: Measuring Performance

Outreach and learning events



Knowledge dissemination



Systems and databases



Capacity development

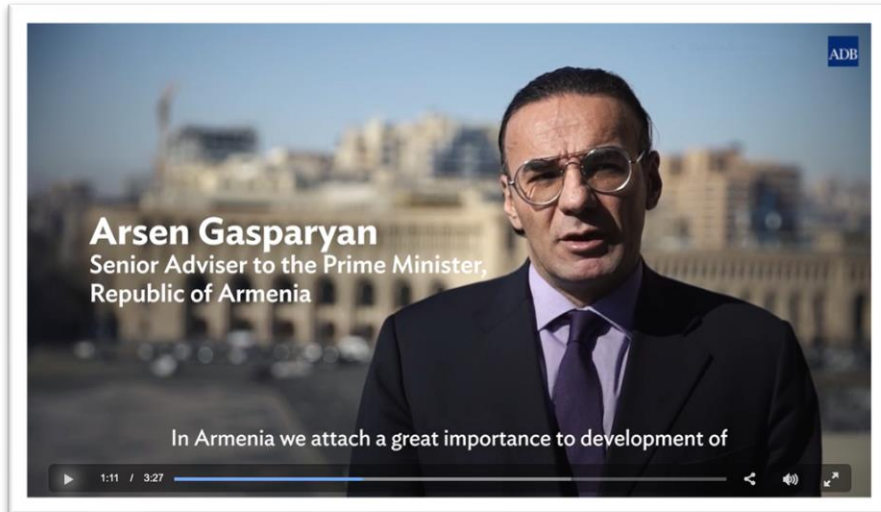


Accessible

Valued

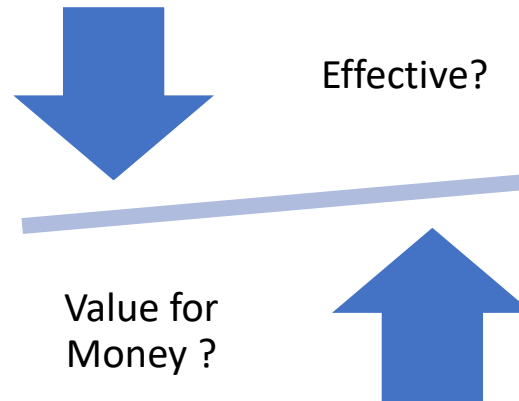
Used

The Value of Measuring Performance: What does not work?



Small Businesses. Big Challenges: Women Entrepreneurs in Asia

32,000 views, 2 comments, 205 likes



My Surprising Discovery About Women's Opportunities in Armenia

Underserved businesses run by women in Armenia need help to create a reliable client base and convince skeptical banks that their enterprises are a good investment.

Saleha Waseem

900 likes

Communication Myths **Busted?**

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Thank You