



Learning-Focused Evaluation & Storytelling

Why it matters

Changemakers need real-time insights to adjust strategies, strengthen partnerships, and maximize their impact along the way. We approach evaluation as a learning partnership, helping communities and systems make sense of what's happening, where change is taking root, and what to try next. It's not about judging success or failure. It's about learning together, faster.

What We Do

- Facilitate reflection and learning cycles to help partners make **real-time** adjustments
- Gather and synthesize data, stories, and feedback to surface **what's working** and for whom
- Build capacity for partners to track progress and use data in **daily decisions**
- Support shared sense-making, so partners stay aligned around **what matters** most

What This Looks Like in Action

The Institute for Child and Family Well-Being used strategic learning activities to help partners adapt trauma treatment services, improving how mental health **providers, child** welfare staff, and system leaders worked together to support families. Learning sessions improved strategy, alignment, and access to trauma care.

How It Works

1. Co-design learning questions and indicators with partners, not for them
2. Collect and synthesize both data and stories of change
3. Facilitate reflection and shared learning to adapt strategy and sustain momentum.

Next Steps

Ready to build systems that work for families?

