

Using Most Significant Change in Evaluation



Diana Beattie and Barbara MacLennan



Mangakino Community-Led Development

- Multi-year community-led initiative in the small community of Mangakino
- ‘Leadership Group’ of community representatives
- From the second year, the Leadership Group decided to invest in developmental evaluation to deepen learning and understanding about layers of community change, and asked Inspiring Communities to help out

CLD Principles

1. Shared local visions drive action and change
2. Using existing strengths and assets
3. Many people, groups and sectors working together
4. Building diverse and collaborative local leadership
5. **Working adaptively, learning informs planning and action**

Potential of Most Significant Change

- Conscious of community voice leading
- Power of story
- Potential for wide range of community voices and perspectives to be shared and form the basis of the evaluation

Most Significant Change (MSC)

A participatory, story-based process in which:

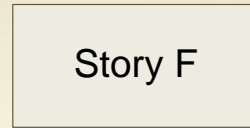
- Stories of change are collected from a range of stakeholders / community members
- Open question is used to gather stories
- Groups of people read the stories aloud, discuss the value of the changes in the stories, and identify the changes that are most significant
- The most significant story/s are communicated back to the community
- Developed by Jess Dart and Rick Davies as a technique for monitoring changes in a development aid context

How we adapted MSC

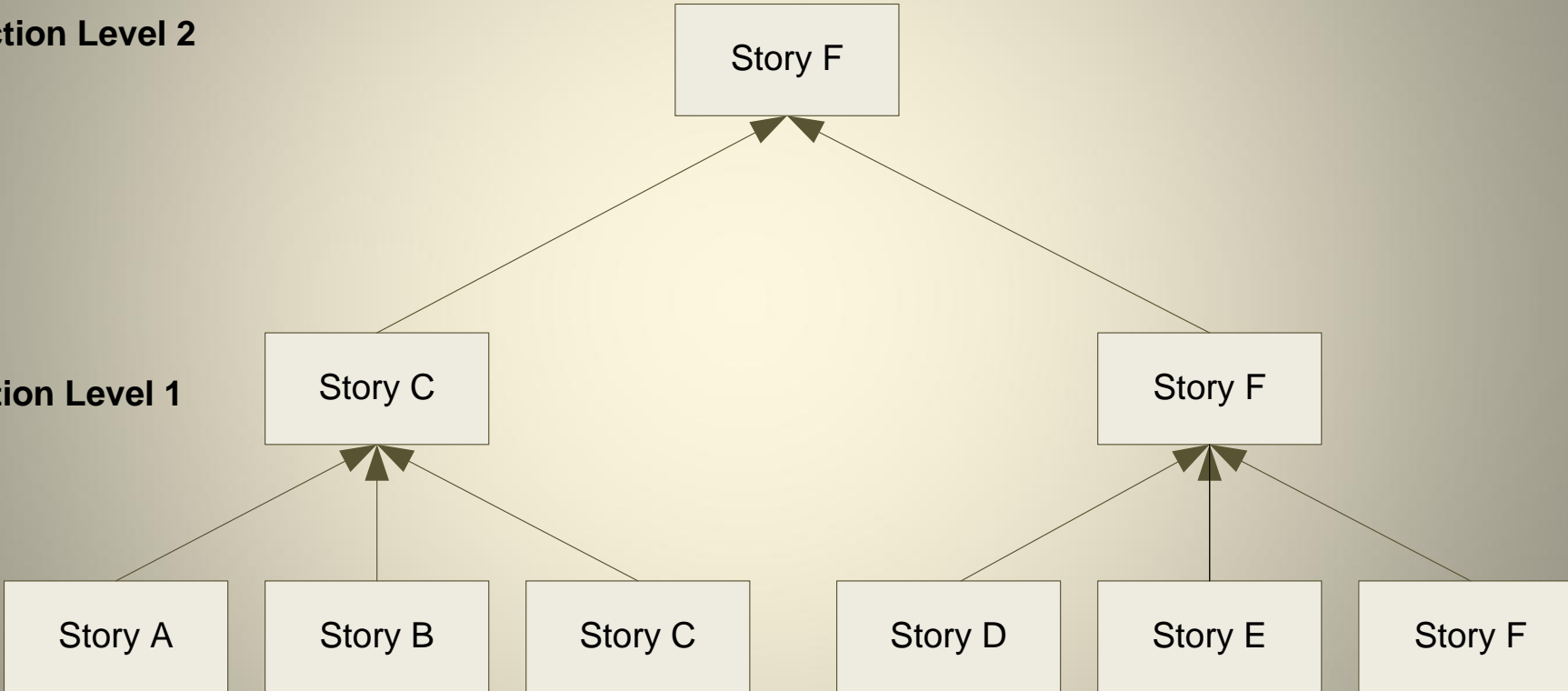
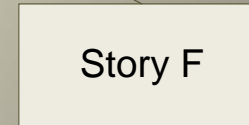
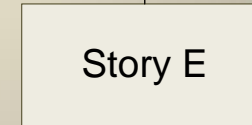
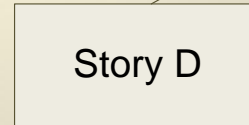
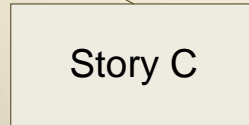
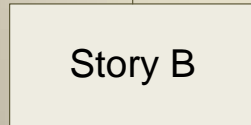
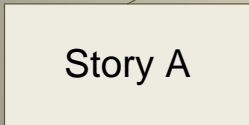
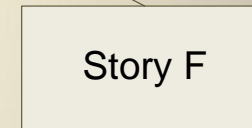
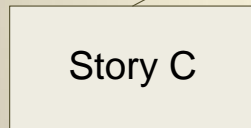
1. Adapted design to reflect multi-year approach
Authentically community-owned
2. Focused on identifying themes rather than a single most significant change
3. Used CLD tools to support discussion about changes seen in stories:
 - Quadrants of Change
 - Collaboration Continuum
 - MCLD Theory of Change

1. Adapting the Design

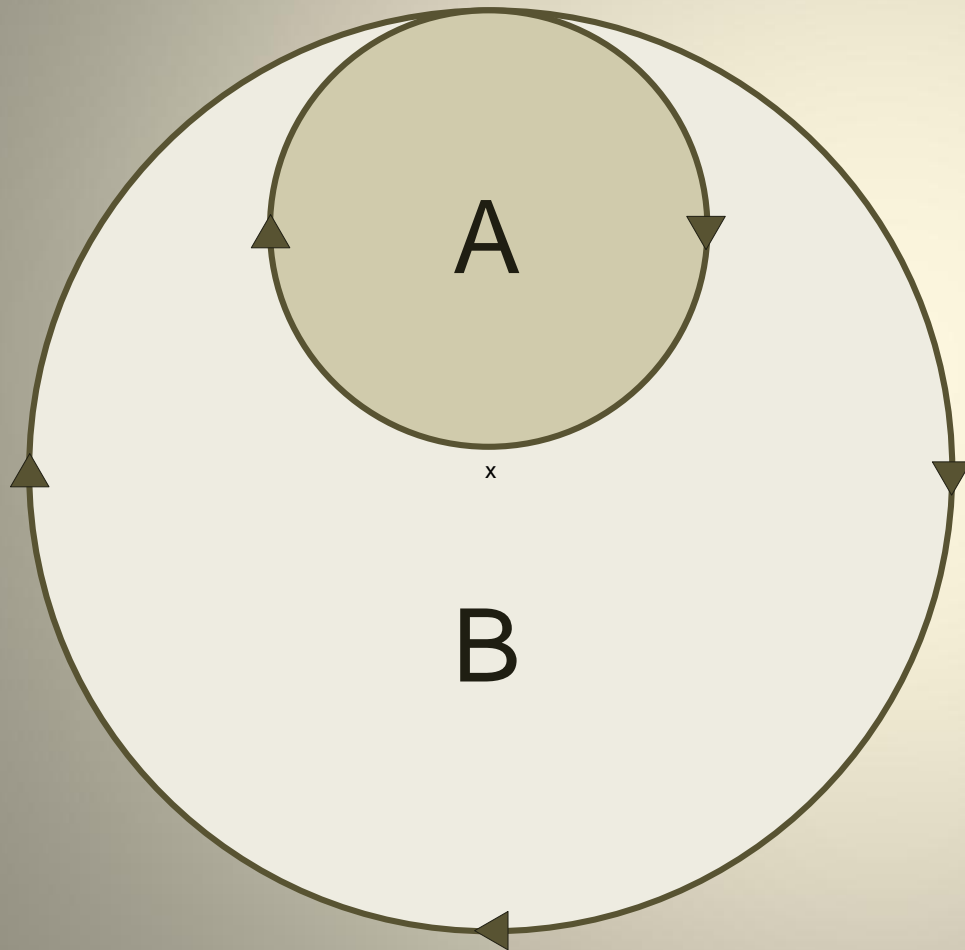
Selection Level 2



Selection Level 1



Cycles of Story Discussion



A: Stories shared and discussed at each Evaluation Team meeting

B: Community story sharing events

2. Identifying Themes of Change

Community Story Events

Identify the most significant changes
(and stories that best demonstrate these changes)

Stories selected to represent themes

Story A

Story D

Story F

Evaluation Team

Themes of Change Identified
In each cycle of discussion

Story A

Story B

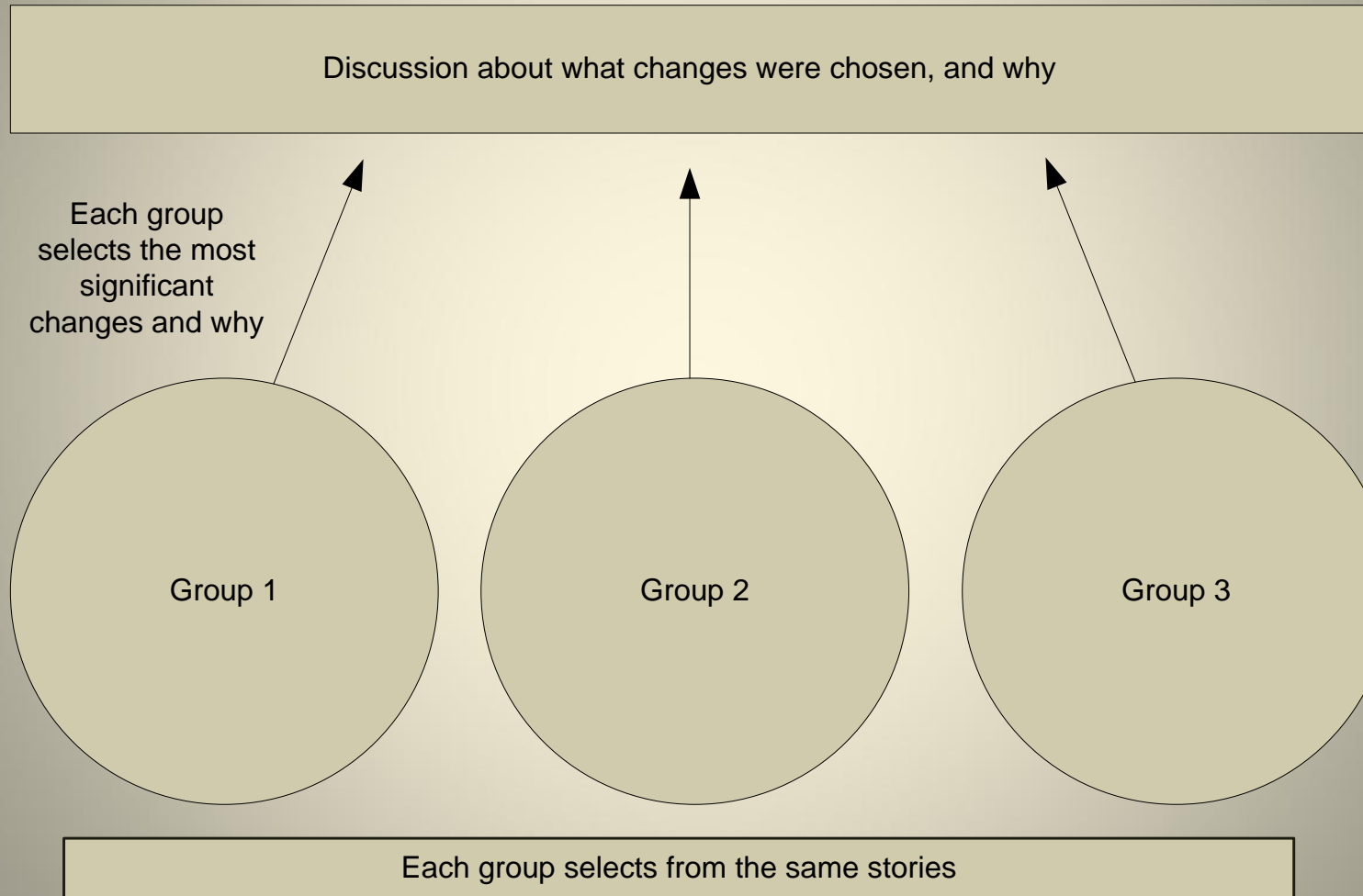
Story C

Story D

Story E

Story F

Discussion at Community Story Events



3. Using CLD Tools

- MCLD Theory of Change
- Quadrants of Change
- Collaboration Continuum

MCLD Theory of Change

If we use these
CLD Principles
...and build on
our strengths and
how we work together

As we work together
on these
Action Areas

And pay attention
to what's happening
in these
Quadrants of Change

We will make
progress towards our
Vision

CLD Principles

- Shared local visions for driving action and change
- Local people actively involved in planning, decision making and doing
- Many sectors working together
- Proactively building local leadership and ownership of change
- Learning from doing

Action Areas

- Mangakino Learning
- Mangakino Earning
- Healthy Well and Forward Focused
- Vibrant Mangakino

Quadrants of Change



Vision

Mangakino
Community of Choice

Transformation within Communities

- Dimensions of Change -

Personal

The attitudes, behaviours, actions and values sets of individuals.

Relational

The connections, ties, trust between people and organisations.

Quadrants Of Change

Power

Power

Power

Power

Structural

The systems, structures and formal 'rules' in communities in families, organisations, government or whole of society.

Cultural

The culture of a community is the unwritten rules of the game – the way we do things round here.

The Collaboration Continuum

Trust

Compete	Co-exist	Communicate	Cooperate	Coordinate	Collaborate	Integrate
Competition for clients, resources, partners, public attention.	No systematic connection between agencies.	Inter-agency information sharing (e.g. networking).	As needed, often informal, interaction, on discrete activities or projects.	Organizations systematically adjust and align work with each other for greater outcomes.	Longer term interaction based on shared mission, goals; shared decision-makers and resources.	Fully integrated programs, planning, funding.

Turf

Loose

Tight



Most Significant Changes

- Feeling empowered
- Increased positivity
- Willingness to change
- Leadership style

Ups and Downs



Links and Resources

‘The ‘Most Significant Change’ (MSC) Technique: A Guide to Its Use’. Rick Davies and Jess Dart

<http://www.mande.co.uk/docs/MSCGuide.pdf>

Links to MSC resources available at

<http://mande.co.uk/special-issues/most-significant-change-msc/>

MSC Online Discussion Group

<https://groups.yahoo.com/neo/groups/MostSignificantChanges/info>

MSC Workshops

<https://www.clearhorizon.com.au/training-mentoring.aspx>

Inspiring Communities

<http://inspiringcommunities.org.nz/>

Mangakino Community-Led Development

<https://mangakino.net.nz/>

Questions?

