



Action Learning Cycle: Monitoring, Evaluation and Learning (MEL) by [Purpose+Motion](#)

keys to improve your organization's ability to systematically learn from what you do and showcase the impact you are achieving

Most Non-Profit- and Civic Society Organizations struggle to make monitoring, evaluating and learning a priority in their work. There is a widespread assumption that it is either boring, not really part of their work, or that is best left to specialists. We believe that for you and your organizations to remain relevant and thrive in an ever-growing complex and competitive sector, you need to make monitoring, evaluation and learning a central part of their work and become experts in:

- Gathering meaningful information by moving from monitoring outputs to monitoring outcomes and impact.
- Finding easy and useful ways to gather data and make sense of it.
- Disseminating meaningful information within and around your organization so everyone can learn from what you are doing and achieving.
- Creating an organizational culture where everyone is involved, in some way, with MEL so that meaningful information and learnings can come from everywhere.
- Designing your strategy, programs and projects with a MEL component already integrated.

Set up:

This process aims at supporting from general staff and managers interested in the topic up to MEL specialists in improving how your organization monitors what you do, evaluate what you achieve and systemically learn.

It consists of 4 x 3h-long learning sessions, which will focus on giving you useful tools to deal with real life challenges.

Each session will build on what was done in the previous ones but can also be attended as stand-alone sessions.

Participants will also have the opportunity to receive at the end of the course a 45-minute-long coaching session to support you in your learning process.

Your trainer:

Pablo Escorcía, Co-founder of Purpose and Motion, Senior Coach and Consultant

Learn more: <https://purposeandmotion.com/#pablo>

Assessment questions (to be shared via a separate form together with enrollment):

- **How would you rate your level of knowledge in measurement, evaluation and learning (MEL) of strategies, programmes and/or projects?**
0 (no idea) ... 10 (I'm an expert)
- **in your opinion, what are the biggest advantages of having a robust MEL framework and system in place?**
(open text answer)
- **What are the three biggest challenges you face in regards to MEL at your organization?**
(open text answer)
- **What would you like to learn to do regarding MEL?**
(open text answer)