Putting it into practice:
Articulating Ambitions.

Counting What Counts
17th April 2023

Impact & Insight Toolkit.

Agenda

1. Articulating Ambitions background, 10 mins

2. Demonstration of Dimensions Framework and Dimension Lists, 10 mins

3. Activity part 1 - Create mission statement dimension list, 60 mins

4. Break at 3pm - 20 mins

5. Activity part 2 - Create dimension lists for programmed works, 45 mins

6. Discussion

Articulating ambitions concept.

- Convert the ambitions for your organisation into a measurable form.
- By selecting dimensions which relate to your ambitions.

The board and SL team

- From this set, create lists of dimensions for different types of work

Wider creative team

- Your chosen dimensions can then be stored in the Culture Counts platform.
- Making it easier for you to use these dimensions and get access to better reporting

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Where the idea came from.

- Case study with Queen's Theatre Hornchurch in 2022 (https://impactandinsight.co.uk/case-studies/qth-casestudy)

- Grouping their evaluation results and analysing them together, trying to unlock some deeper insight

- Valuable cooperation, but some missing context which limited the insight:
  - How well the mandatory core dimensions reflected the mission of QTH
  - Whether the works being evaluated belonged to similar or different strands of activity

- One of the lessons learned was the idea of mapping your organisational vision onto the Toolkit dimensions

- This idea was developed into articulating your ambitions in a way which allows us to unlock deeper insight for any organisation using the Toolkit

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Benefits.

- Bridges the context and understanding gap between people at different levels of the organisation and the evaluation process.

- All dimensions used in evaluation have been chosen by your organisation, so the data collected using the dimension questions always relates back to the mission of your organisation.

- Dimension choices are tailored for the type of work, so you are always using dimensions which are relevant for the work you are evaluating.

- The analysis and insight that we can provide to you will benefit from the context this provides.

- It saves time creating new evaluations.

Demonstration

Activity part 1: 60 minutes

1. Each table has an organisation with a mission statement and print outs of the Dimensions Framework

2. Choose a set of dimensions which you think reflects the mission statement

3. The Dimensions Framework contains the list of dimensions to choose from

4. You will be asked to share with the group some reasoning behind your choice

5. Ask for help from the CWC team if you need it

Break - 20 minutes

Activity part 2: 45 minutes

1. Your table's organisation also has a few planned works with descriptions

2. For each planned work, select dimensions from the set chosen in the previous step which are a good fit for that work

3. Create a dimension list in the Culture Counts platform for each planned work

We will then review dimension lists for each organisation and see how the mission statement is reflected in the planned works.

How this can help provide more insight

Benchmarks for chosen dimensions
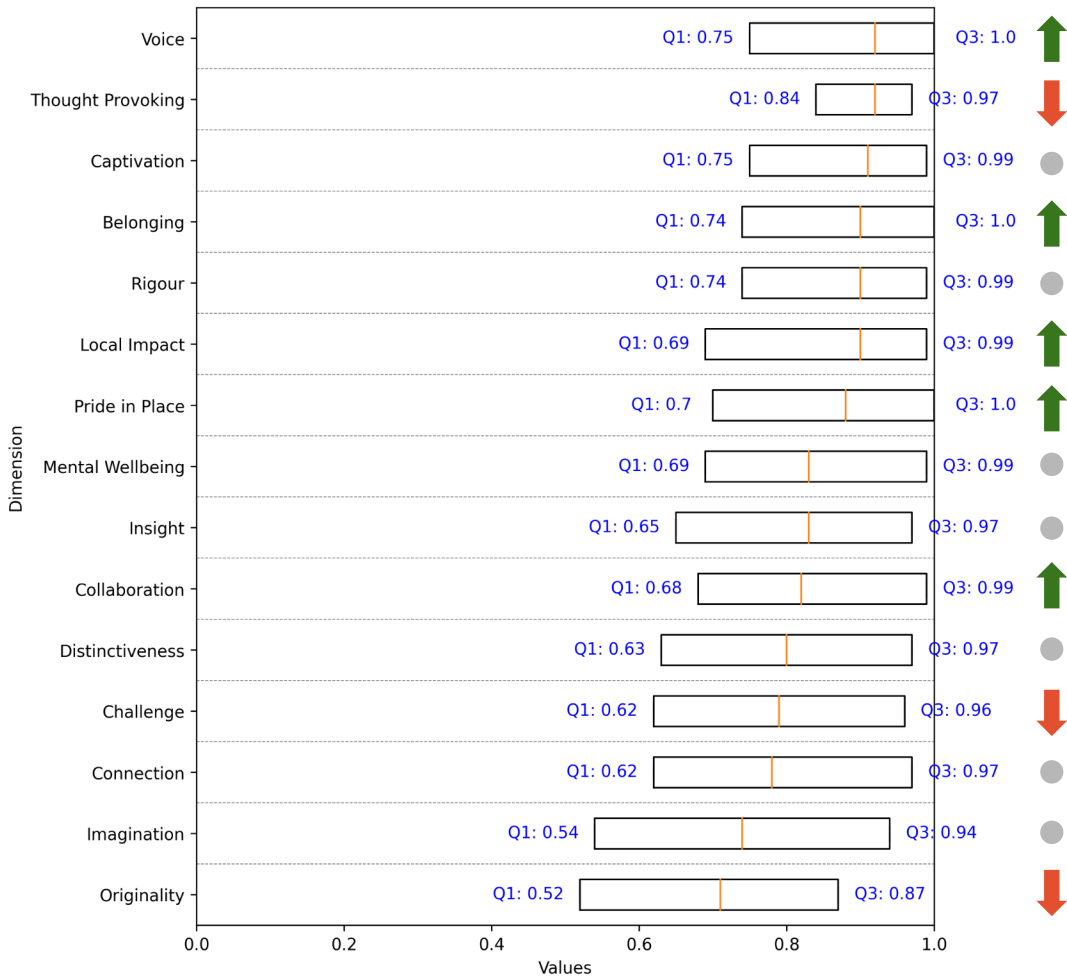
Benchmarks.

Voice ⬆

Thought Provoking ⬇

Captivation ⚫

Belonging ⬆

Rigour ⚫

Local Impact ⬆

Pride in Place ⬆

Mental Wellbeing ⚫

Insight ⚫

Collaboration ⬆

Distinctiveness ⚫

Challenge ⬇

Connection ⚫

Imagination ⚫

Originality ⬇
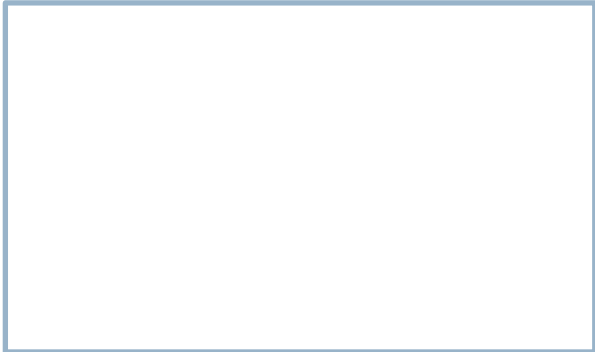
Dimension list 1
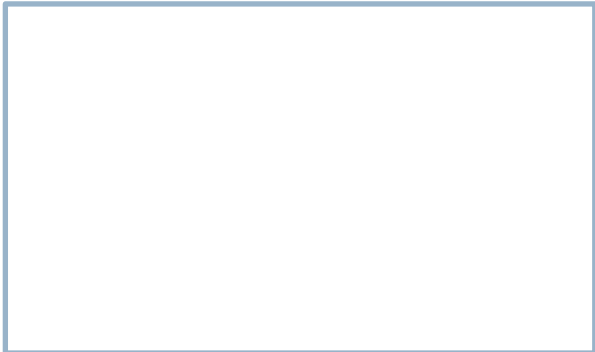
Dimension list 2

Number of times used.

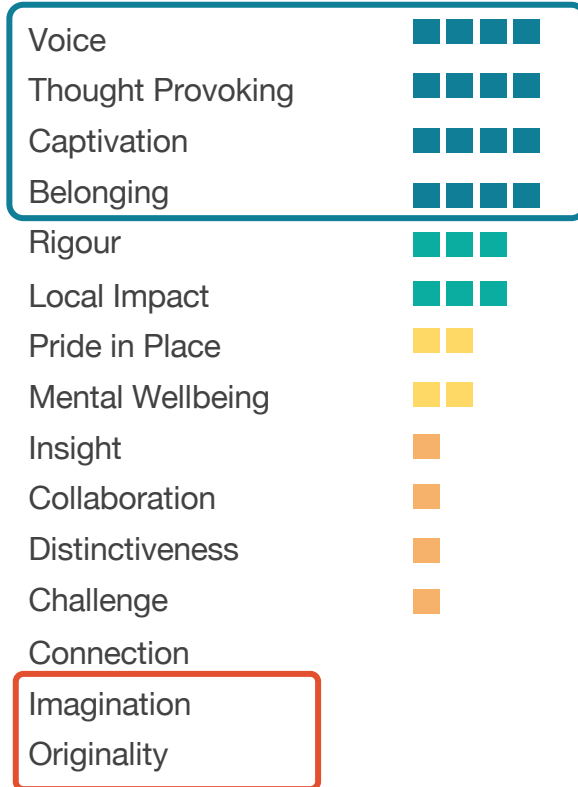Used frequently, why?

Voice	■ ■ ■ ■
Thought Provoking	■ ■ ■ ■
Captivation	■ ■ ■ ■
Belonging	■ ■ ■ ■
Rigour	■ ■ ■
Local Impact	■ ■ ■
Pride in Place	■ ■
Mental Wellbeing	■ ■
Insight	■
Collaboration	■
Distinctiveness	■
Challenge	■
Connection	
Imagination	
Originality	

Never used in an evaluation, why?

Is it just the works that you are choosing to evaluate?

Or is it really difficult to choose works which these dimensions make sense for?