Mastering Impact Evaluation

Write highly effective briefs to partnering agencies

Decode human behaviour to inform and identify strategies to complex problems

Understand best practice evaluation frameworks for metrics and improvement

In the complex, continuously evolving area of programme evaluation, policymakers need to stay ahead of the curve to deliver more effective programmes and achieve better policy outcomes.

Programme evaluation is a pragmatic and useful tool to help policymakers drive public value. By harnessing cutting-edge insights from behaviour change and using data analytics to inform the policy approach, policymakers can more effectively achieve their objectives across different scales.

This course will take participants through leading models for understanding human behaviour, comprehensive frameworks for programme evaluation, and global best practices to learn from.

Through a series of case studies from around the world and interactive exercises, participants will gain exposure to the implementation of evaluation frameworks in real-world policy contexts and apply their knowledge to policy challenges specific to Singapore.

This programme is in partnership with Kantar Public.

WHO SHOULD COME

- Middle- to senior-level public officers who guide the development of programmes to drive social, economic or behaviour change outcomes, who already have some basic knowledge and/or experience of behavioural insights and programme evaluation

ABOUT THE PARTNERSHIP

Established in 2016, Verian (formerly Kantar Republic) aims to partner with their clients across the globe on the next generation of public policy challenges. Identifying international best practices and delivering it through local expertise, Verian has roots in many of the world's best known social research businesses.

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