



Project Evaluation

We've almost reached the end of the project cycle. The project is done, but before you sit back and celebrate, remember to evaluate. Here are some tactics to use and things to consider...

1. Do it now

Before you and your team close the door on this project and move on to something else, do your evaluation soon after the project completion. It may pay off later with important details on what went well and what could have been better.

2. Feedback from the whole team

Include everyone involved in the project in your evaluation, including client team members, vendors, subcontractors, as well as the audience that was exposed to your work (which may be your client's customers).

3. Formal and informal research

You can use surveys, focus groups or interviews to get feedback. Everyone likes numbers and statistics because they are quantitative, but be sure to capture written or verbal comments as well, as they speak to someone's 'experience' with a particular program.

4. Create a memory

Document what you find and create a memory. Structure it in a way that makes sense to you. You may decide to capture the information by theme, project phase or audience. Or, you might like to have the quantitative data grouped together with written comments.

5. How to improve

Once you have all the information, add comments to your file about what you'd do differently and how you would improve on things the next time around. Add in any action items you need to follow up on.

6. Refer to your project plan

Refer back to your project plan and review the highlights. Ask yourself these questions... Did we complete this project on time and on budget? If not, why not? Did the outcomes result in what we set out to achieve? Did we meet our goals? Did we skip any steps in our project plan?

7. Where to next?

You will eventually close the files on this project, but before you do, think about what to do next. Is there a plan in place to take this client project to the next level? What is the plan for next year's implementation, assuming this is a yearly project? This is a great opportunity to draft a proposal to your client on what the results of this project were and what the next steps should be.

8. Share the information

Share your findings with the project team. Ask for their feedback on the results and their thoughts on ways to improve.

9. Thanks can go a long way

Thank your client for the opportunity to work with them. This is another great opportunity to talk about next steps and where they want to go from here.

10. Congratulations are in order

Finally, congratulate you and your team. Celebrate your success by sending thanks, having a virtual celebration, or a well-deserved lunch or coffee date out of the office!

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