Top ten excuses for not evaluating

**Some of the most common excuses we've heard
(with a dash of humour…)**

1. "It's too expensive"
With the amount of free advice, excellent guidelines and cheap research solutions available, this doesn't pass anymore.

2. "I don't know how to"
Fair enough, but you can learn a lot yourself without having to engage expensive consultants.

3. "I'm too busy "doing" to be bothered with measuring".
People love doing things, it's natural. But sometimes you have to stop and take a step back to see what you have achieved.

4. "What I'm doing couldn't possibly be measured".
If a programme has such vague and pretentious goals then it will certainly be difficult to measure what was actually changed as a result of your un-measurable but undoubtedly very creative work…

5. "I don't see the value of it".
How else can you judge the value of your work if you don't attempt to analyse and assess it?

6. "I'm scared of what I will find out".
But we think it will be scarier for you if you don't evaluate and someone else does...

7. "People are fed up with giving their opinion".
Contrary to what we think, people do appreciate giving their opinion about something they are interested in or passionate about.

8. "My gut feeling tells me I'm doing a good job".
There is a certain vogue that says out intuition is often our best call. But research often brings out issues that were not even on our radar.

9. "All my work is vetoed by the CEO, if s/he's happy so am I".
The CEO sees the organisation through the same rose-colored glasses as you do – what your clients or stakeholders think could be of interest to both of you.

10. "You can't prove anything anyway".
You can rarely obtain 100% proof that your programme caused the change seen. But what you do is collect evidence that indicates the role your activity played.

«The owl can see that which others cannot; which is the essence of true wisdom» (ancient lore)