



What Evaluation Can Do For You Video Transcript

What if there was a new business tool that could continuously improve your business performance?

What if this tool could help you make better decisions that are more transparent and less reactionary?

What if this tool could help you:

- target priorities and allocate resources more effectively and efficiently
- keep you on track
- generate fresh ideas
- design better programs
- maintain or increase your funding
- showcase your successes, and,
- enhance your organization's public image?

Now imagine that this new tool could help you to think and act more strategically, as well as sharpen your decision-making, increase your confidence, and make you a better leader.

What if this tool wasn't new?

What if it had been around for 50 years and was being used, every day, in thousands of organizations, in all sectors, around the world?

What if it was already being used in your organization right now?

It is.

It's called Evaluation.

