Evaluation Strategy Development in M&E Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s dynamic development landscape, organizations face increasing pressure to demonstrate measurable impact, optimize resources, and ensure accountability. Evaluation Strategy Development in M&E Training Course equips professionals with cutting-edge tools and methodologies to design, implement, and assess evaluation frameworks that drive evidence-based decision-making. This course emphasizes strategic planning, data-driven insights, performance optimization, and sustainable evaluation practices, enabling participants to transform evaluation into a powerful organizational asset.

Participants will gain practical expertise in developing robust evaluation strategies, integrating impact assessment, outcome measurement, stakeholder engagement, and policy alignment. Through hands-on exercises, real-world case studies, and interactive methodologies, this course empowers M&E practitioners to design evaluation approaches that are context-specific, actionable, and aligned with organizational objectives. By completing this training, participants will be positioned to enhance their strategic influence, improve program effectiveness, and contribute meaningfully to organizational growth and societal impact.

Programme Curriculum

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Course Objectives

By the end of this course, participants will be able to:

1. Develop comprehensive evaluation strategies aligned with organizational goals.
2. Apply evidence-based frameworks to improve program design and decision-making.
3. Integrate impact and outcome evaluation in strategy development.
4. Utilize data analytics and visualization tools for evaluation planning.
5. Design evaluation plans that enhance accountability and transparency.
6. Apply stakeholder mapping and engagement techniques for effective evaluations.
7. Align evaluation strategies with SDGs and international best practices.
8. Develop cost-effective and resource-optimized evaluation plans.
9. Use risk assessment and mitigation strategies in evaluation design.
10. Implement adaptive and flexible evaluation frameworks in complex contexts.
11. Interpret evaluation findings to support policy formulation and program improvement.
12. Integrate innovative technologies and digital solutions in evaluation planning.
13. Produce actionable evaluation reports for decision-makers and funding agencies.

Target Audience

- M&E professionals and specialists
- Program managers and coordinators
- Policy analysts and advisors
- Development practitioners and consultants
- Project directors and senior managers
- Research and data analysts
- NGO and donor agency staff
- Government and public sector evaluation officers

Course Modules

Module 1: Foundations of Evaluation Strategy

- Introduction to strategic evaluation concepts
- Importance of evaluation in organizational planning
- Linking evaluation to organizational objectives
- Key evaluation frameworks and models
- Case Study: Evaluation strategy design for a health program

Module 2: Strategic Planning for Evaluation

- Steps in developing an evaluation strategy
- Identifying key performance indicators (KPIs)
- Aligning evaluation with organizational priorities
- Resource planning for evaluations
- Case Study: Designing evaluation strategy for an education initiative

Module 3: Data-Driven Decision Making

- Collecting and analyzing evaluation data
- Integrating quantitative and qualitative methods
- Using dashboards and visualization tools
- Ensuring data quality and reliability
- Case Study: Data-driven strategy in a water & sanitation project

Module 4: Stakeholder Engagement & Management

- Identifying and mapping stakeholders
- Effective communication strategies
- Participatory evaluation techniques
- Conflict resolution in evaluations
- Case Study: Stakeholder management in a community development program

Module 5: Outcome and Impact Evaluation

- Differentiating outputs, outcomes, and impact
- Designing outcome-focused evaluation frameworks
- Measuring short-term and long-term impact
- Attribution vs contribution analysis
- Case Study: Impact evaluation in a microfinance program

Module 6: Resource Optimization & Budgeting

- Costing evaluation activities
- Efficient resource allocation
- Prioritizing high-impact evaluation components
- Monitoring evaluation expenditure
- Case Study: Budgeting for large-scale agricultural evaluations

Module 7: Risk Management & Adaptive Evaluations

- Identifying risks in evaluation processes
- Mitigation strategies for evaluation risks
- Building adaptive evaluation frameworks
- Continuous learning and feedback integration
- Case Study: Risk-based evaluation in humanitarian programs

Module 8: Reporting, Policy Influence & Knowledge Translation

- Preparing actionable evaluation reports
- Presenting findings to decision-makers

- Linking evaluation to policy and strategy
- Knowledge translation and dissemination
- Case Study: Policy-influencing evaluation in health sector reforms

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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