



CRCID

**Canadian Rotary Collaboration for
International Development**

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Description of RBM Terminology

Keeping it Simple

Results Based Management

RBM is about managing for results. It implies that a program or organization plan can implement in such a way as to achieve some kind of outcome, rather than just focusing on getting the money out the door, services provided, or infrastructure built. RMB asks “so what?” So what that activities have taken place? So what that outputs have been generated? So what that the outputs from these activities have been counted? RMB involves a focus on what came out of these activities and outputs; what changed because of them. The point of RBM is also to deliberately learn from past performance and adjust accordingly.

Input:

Resources or Staff that are used to produce Outputs.

Example

Roberts McElroy Marketing Firm

Activity:

All activities that will take place in order to accomplish the outputs, outcomes, and the impact.

Example

CRCID will inform CIDA in writing of any public engagement efforts, at least one week prior to their taking place.

Outputs:

Products and services that are expected to be produced by the project.

Example

The Public Engagement Campaign will target Secondary Schools across Canada.

Output Indicators:

An indicator is how success is measured. Good Indicators are valid, reliable, simple, affordable, neutral and usable. This is done mostly through numbers and percentages.

For Example: An Output Indicator could be the Number or Percent of school desks that the program will or has supplied.

Example

(success of the public engagement campaign is measured through) The number of Canadian schools and Rotary Clubs contacted by CRCID.

Outcomes:

The Outcome is simply a reaction or a result from the Outputs. This is change that you help bring, and can also be influenced by external factors.

Example

(As a reaction from Canadian Schools being contacted) The Canadian public will have an understanding of the Canadian Rotary Centennial Afghanistan Challenge project.

Outcome Indicators:

An Indicator is how success is measured. Good Indicators are valid, reliable, simple, affordable, neutral and usable. This is done mostly through numbers and percentages. *Because we are at the beginning of the project, we do not yet know the numbers or percentages that will be available. However, we do want to know how it is that we will find them.*

Example from page 7

(Success of the public having an understanding of the project is measured through) The amount of donations made towards the project.

Impact

The Impact is really asking for a long term reaction that is derived from the project. This is what will happen long after the project is finalized.

Example from page 7

(As a Reaction from the entire project) Students from across Canada will be knowledgeable about the challenges that Afghan children face.

