

## So you want to be an Outcomes Champion?

*“The programme has given Sandwell CVO the opportunity to provide dedicated and proactive support around outcomes”*

Stephen Awre, Sandwell CVO

*“A very satisfying experience where people I have trained have actually found what they have learnt very useful and immediately practical.”*

Berekhet Berakhy,  
Voluntary Action Westminster

## Why become an Outcomes Champion?

Outcomes are the significant changes that occur as a result of your activities. Knowing how to identify and monitor outcomes is essential for any organisation wanting to improve its focus on client needs, measure its success, identify what could be improved, report to others, and win new funding.

Outcomes Champions Training (previously known as the National Outcomes Programme) gives people the skills to train others on outcomes. We have trained over 120 Outcomes Champions since the programme started in 2003. These Champions have gone on to train 1500 frontline organisations. Why not join the voluntary sector’s largest outcomes movement?

### **By becoming a certified Outcomes Champion you will benefit from:**

- high quality training that will boost your skills and confidence to support others in using an outcomes approach
- a professionally produced CD containing a wealth of resource materials to help you deliver outcomes training
- up to two hours of free follow-up support to help you implement what you learnt in your training
- A logo for use on your own publicity materials and promotion of your services via Outcomes Online, our dedicated website for outcomes support.

### **Being an Outcomes Champion can help you:**

- increase the services your organisation can offer and its potential for income generation
- help the groups you support demonstrate their effectiveness and prove their worth.

## How do I become an Outcomes Champion?

- Once you've applied to become an Outcomes Champion, we assess your form and sometimes give you a phone call to discuss your answers.
- When your application has been approved we invite you to attend one of our four day training courses. This is run in two blocks of two days with four-six weeks break in between the blocks. Currently we run two training course per calendar year.
- At the end of day two of training you will go back to your organisation and deliver a short presentation on outcomes. We will give you all the materials you need to do this, and you'll have break period to carry this out. The course tutors will stay in touch with you while you complete the task.
- At the end of day four of training there is a written assessment which you will need to complete and pass.
- Completing the presentation to your organisation and passing the day four assessment means you will become a Trainee Outcomes Champion. We will give you all of the materials you'll need to go out and deliver our outcomes training to your first ten voluntary and community organisations (VCOs). You decide how many training courses you will run to achieve this and whether you charge for them. We ask that you deliver training to your first ten VCOs within twelve months of your Outcomes Champion training.
- If you do this you will become a certified Outcomes Champion. We will issue you our full CD-based Outcomes Manual, a logo which you can use on your website and mailings to promote future outcomes training that you want to run, and we will also promote your services via our website.
- At all points during the programme and in subsequent delivery we ask that you recognise CES' copyright in respect of training materials. In particular, the Manual for Outcomes Champions may only be used to deliver Outcomes Training. These materials should not be changed and CES must be credited as the copyright owner. Our materials should only be used by people who have received appropriate certification from CES' Outcomes Champions Training.

## Is this training for me?

The Outcomes Champion Training is open to anyone who wants to train other voluntary sector organisations on using an outcomes focus.

### The people who gain the most from this course:

- have some experience of delivering training and presentations
- have some knowledge of outcomes
- are able to attend all four days of the training course and deliver the presentation on outcomes to their own organisation
- are able to see how they can deliver outcomes training to ten VCOs within twelve months of the training
- understand the challenges voluntary and community sector organisations face
- are confident in their ability to make complex information accessible.

## More information

To discuss becoming an Outcomes Champion please contact [champions@ces-vol.org.uk](mailto:champions@ces-vol.org.uk) or ring 020 7713 5722.