

Measuring results & impact in the Netherlands

Investing in transparency and high trust

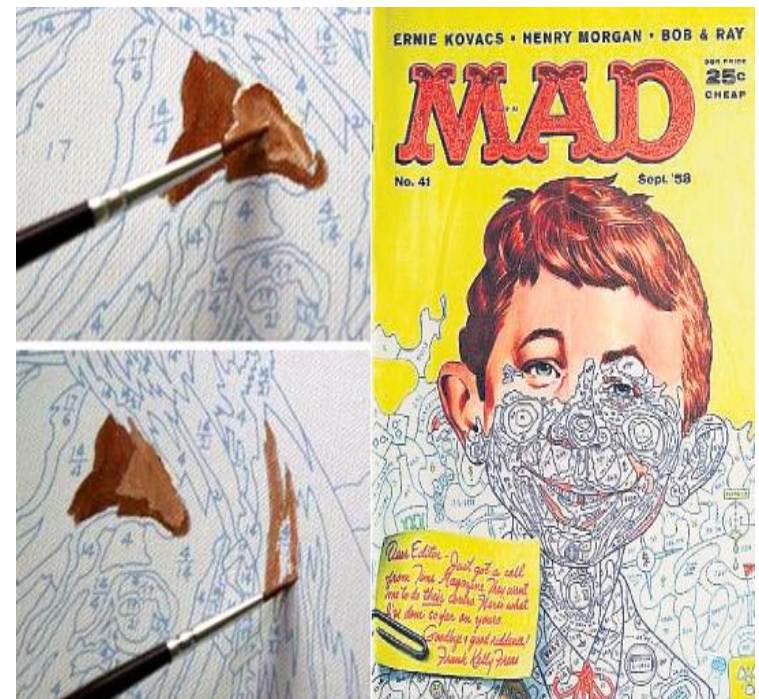
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Pioneers in international business

Introduction

- Developing & implementing result measurement: 2008-2010
- Shift from monitoring products to monitoring results
- Transparency Trade policy
- Professional relationship



Challenges

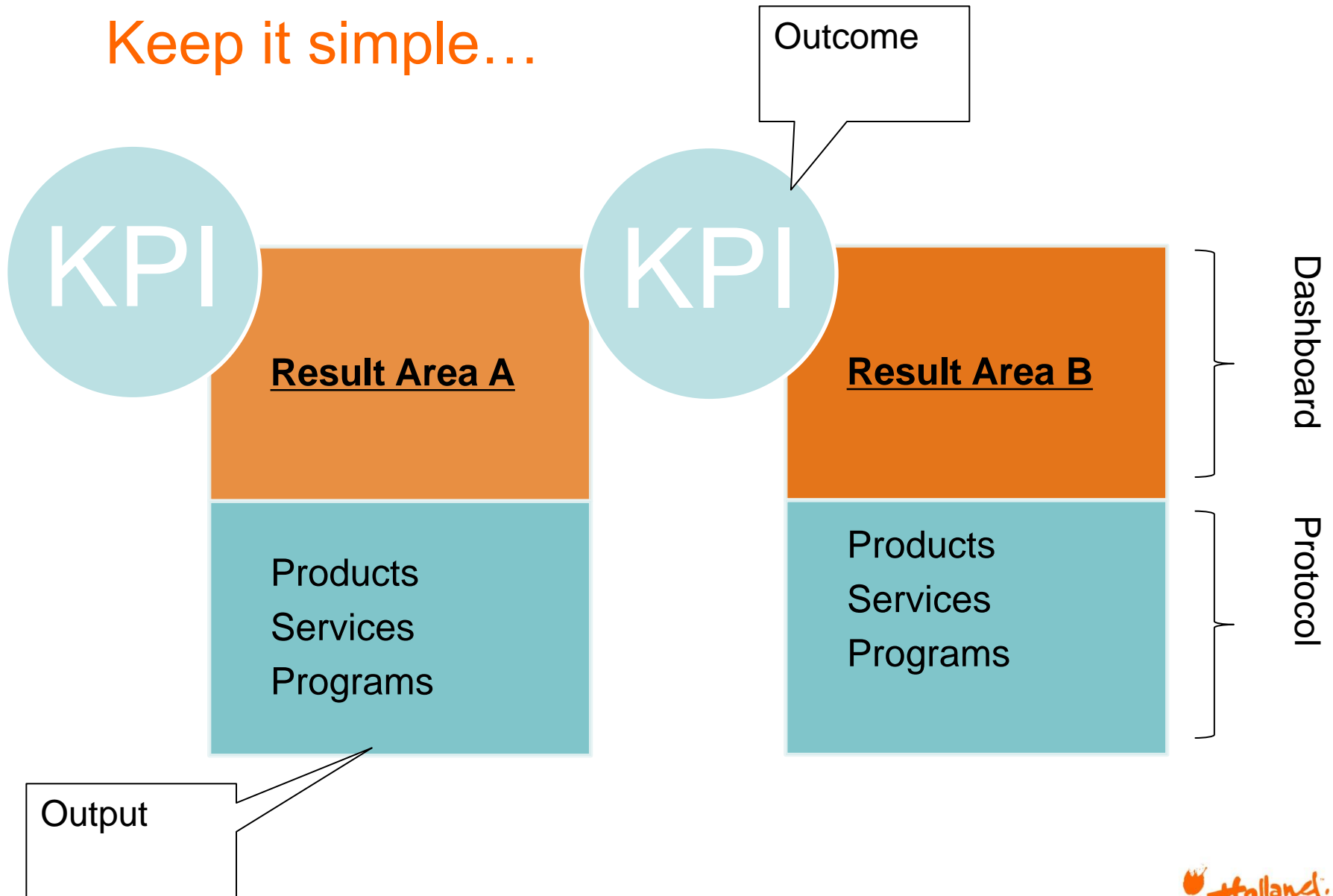
- Building trust and confidence
- Understanding coherence between products and services
- Understanding effect of trade products
- Creating common language
- Creating shared responsibility for outcome, not for productst
- Training staff, ICT, collecting & analysing data

Overview of Result Measurement

- 6 KPI's for measuring impact/outcome of groups of products
- 2 levels of reporting & consultations:
 - Dashboard (outcome) - Director
 - Information protocol (output) - Board
- Only 'need to know' information
- Result/budget driven



Keep it simple...



Lessons learned

- It takes time
- Change of mind set is needed
- Commitment and high trust necessary
- Create separate levels of consultations
- Report negative results, provide answers, facts
- Old habits die hard, stay firm!

Questions?