



M4M CONSULTING PROJECT

Creating a global measure of lives transformed with



Project Concern International (PCI) is a global development organization that drives innovation from the ground up to enhance health, end hunger and overcome hardship—resulting in meaningful and measurable change in people’s lives. With more than 50 development projects in 14 different countries, PCI is a leader in the field, undertaking novel efforts to measure short- and long-term impacts of programming through the innovative concept of “lives transformed.” As part of their work, they created the Lives Changed Indices (LCI) to measure the transformation of individual beneficiaries across PCI’s diverse development project activities.

However, PCI faced challenges in collecting, analyzing, and applying the LCI data. The LCI was time consuming both for the staff administering it and the respondents participating, which required additional resources to administer. PCI was also concerned about reporting biases and data analysis turnaround time, and wanted to develop an impact measurement tool that could be used consistently across all of their programs. Thus, the LCI did not meet PCI’s desire to collect and use data to inform service delivery in a way that was meaningful both to headquarters leadership and to field staff. PCI also wanted to expand the utility of the LCI beyond measurement of service intensity and reach to include concepts such as gender equity, resilience, social inclusion, and sustainability, in order to better understand the impact of their multi-sector interventions.

To achieve this goal, PCI engaged Metrics for Management (M4M) to help them strengthen their impact measurement. M4M began with a user-centered scoping exercise to understand PCI’s project needs and goals, followed by extensive desk research to develop an evidence-based survey tool that aligned with PCI’s definition of transformation. **Working together with PCI, M4M created a new set of modules for the organization that were aligned with global measurement best practices. The standardized components are applicable to all programs where PCI provides services, enabling easy comparisons across projects, as well as over time within a single project.**

The resulting tool was piloted in four countries (Malawi, Guatemala, India, and in four US states along the Mexican border). M4M used data from the pilot and feedback from PCI teams to further refine and simplify the LCI, making it easier for both respondents and administrators to use. M4M then packaged the finalized tool with a full implementation guide, including a detailed introduction to LCI modules, analysis guidance, a sample report template, and enumerator training instructions.

Today, the tool that M4M and PCI developed has been renamed the Lives Transformed Assessment (LTA) to better reflect its role as a core component of PCI’s Probability of Transformation Framework, which is designed to capture the effects of the integrated, multi-sectoral, and person-centered programming PCI leads around the globe. The LTA indices developed and tested by M4M use a combination of validated scales and new questions unique to PCI’s approach to empower field and HQ staff alike to both understand and strengthen the impact of PCI’s work.



M4M was wonderful to work with – they quickly became true members of our team. They not only understood what we were looking to do, they went beyond and helped shape new, even better thinking. They listened when they should listen and they proactively pushed forward their ideas when it made sense to do so, adding value to the entire process.



-Janine Schooley
Senior Vice President of Programs

