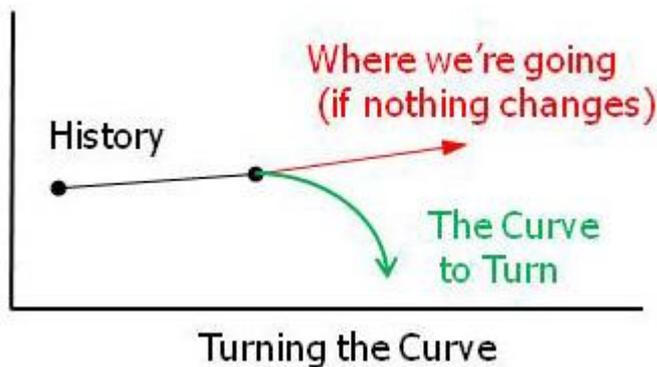


Outcome Based Accountability™ Workshops

Outcome Based Accountability™

Outcome Based Accountability™ (OBA) was developed by Mark Friedman in the United States and is now used in over 40 states in America and 8 countries including the UK. Over the last eight years, the framework has been adopted in England, Wales and Northern Ireland by a steadily increasing number of partnerships and organisations including Local Authorities, Voluntary and Community Organisations, NHS Trusts and Partnership Boards, Children's Trusts and Local Strategic Partnerships.

OBA is a disciplined way of thinking and taking action that service planners and communities can use to improve the lives of children, families and the community as a whole. It can be used as the basis for commissioning and improving the performance of projects, programmes and services and is flexible enough to be adapted to fit the unique needs and circumstances of any situation.



The OBA planning process starts with the desired conditions of well-being and works through to actions in an intuitive and logical seven stage process. It uses data and baselines to chart progress against outcomes, and as a stark contrast to crude target setting processes, measures performance as distance travelled or "Turned Curves". OBA establishes a common, jargon free language to

enable partner organisations and stakeholders to communicate more effectively thereby maximising community engagement and partner added value. The core "Turning the Curve" process used in OBA moves groups from talk to action in just one hour and aims to break the often endless "All Talk and No Action" cycles of meetings that often characterise this work.

The performance management element of OBA measures the effectiveness of services by choosing measures as answers to three questions: How much did we do? How well did we do it? Is anyone any better off? The focus is on "Better Off" measures or service user outcomes and provides a simple yet robust framework for commissioning and managing performance.

"[If you are interested in OBA], you have probably wasted hours perfecting mission statements, filled out page after page of logic model forms, or compiled reams of reports that nobody used. You have been frustrated by "experts" acting superior while talking in complete gibberish. You have endured endless management meetings and community meetings that wasted your time with all talk and no action. Perhaps you have worried that processes were wasting something more important than time; that they were wasting people's passion and willingness to work hard for an important purpose. [OBA] is about a different way. It is about getting from talk to action quickly. It provides a method of thinking and taking action together that is simple and common sense, that uses plain language, produces minimum paper and is actually useful to community members, managers and decision makers. It's about making a difference, not just trying hard and hoping for the best"

Mark Friedman (from "Trying Hard is Not Good Enough" published by FPSI Publishing 2005)

David Burnby & Associates offers two training workshops to introduce the basic theory and practice of OBA:

The Introductory Workshop (1 day)

This whole day workshop covers the fundamentals of whole population and performance accountability and features a mixture of taught input and group work exercises. By the end of these sessions, participants will:

- Understand the basic principles of the Outcome Based Accountability™ thinking process including:
 - The importance of a common language and an understanding of basic definitions
 - The difference between whole population and performance accountability, and why it's so important
 - The use of data and baselines to measure and improve performance
- Be able to use the “Turning the Curve” process to get from outcomes to action plans in seven stages
- Understand the Five Step Method to choosing service Performance Measures
- Be able to use OBA as a disciplined way of thinking and taking action that communities can use to improve the lives of children, families and communities
- Understand how to use the OBA framework to measure and improve the performance of services

The Programme

(Timings are for guidance only and can be adjusted to meet client requirements)

9.30am	Arrival and Registration
10.00am	An Introduction to Outcome Based Accountability™ <i>(Trainer Input)</i>
11.00am	Refreshment Break
11.15am	‘Turning the Curve’ Group Work <i>(Participants working in groups of six to eight prepare a Turning the Curve report starting with a chosen outcome, selecting an appropriate indicator and working through to a series of actions)</i>
12.15pm	‘Turning the Curve’ Feedback
12.45pm	LUNCH
1.30pm	Measuring Improvement – Introduction to Performance Accountability
2.00pm	Performance Accountability – the Five Step Method <i>(Group are tasked with choosing appropriate performance measures for a given service)</i>
2.45pm	Refreshment Break
3.00pm	Performance Accountability – Feedback
3.15pm	Putting It All Together <i>(Illustrating how whole population and performance accountability fit together)</i>
3.45pm	Evaluation and Observations
4.00pm	Close

The terms “OBA” and “Outcome Based Accountability” are registered trademarks of the Fiscal Policy Studies Institute, Santé Fe, New Mexico and are used with the owner’s permission. For further information about OBA, see Mark Friedman’s website: www.resultsaccountability.com

The Intensive Programme (2 days)

The intensive programme is designed to give a smaller group of participants a more in depth understanding of OBA to help them implement the process and/or train others in its use. It covers all the elements of the one day programme (see above) but provides space to explore concepts and principles in more detail and enables participants to test their understanding with each other to identify gaps in understanding. The course also looks at more detailed applications of OBA including advanced baselines, outcome based commissioning and outcome based governance.

Sample Programme

(Timings are for guidance only and can be adjusted to meet client requirements)

INTENSIVE PROGRAMME - DAY ONE

Basics, Whole Population Accountability and Turning the Curve

9.30am	Welcome and Introductions <i>Featuring ice-breaker exercise</i>
10.00am	Introduction and Context
10.15am	OBA – The Basics <i>Input to include</i> <ul style="list-style-type: none">• <i>OBA principles and values</i>• <i>The discipline of language and basic definitions</i>• <i>The difference between whole population and performance accountability (and why it matters)</i>• <i>From talk to action (the 'leaking roof' thinking process)</i>
11.15am	Refreshment Break
11.30am	Turning the Curve Exercise (Whole Population): Part One <i>Briefing and Group Work Exercise</i>
12.45pm	Feedback <i>Focusing on key learning points</i>
1.00pm	Lunch
1.30pm	Turning the Curve Exercise (Whole Population): Part Two <i>Briefing and Group Work Exercise</i>
2.45pm	Turning the Curve Exercise (Whole Population): Gallery Feedback <i>Including Question and Answers</i>
3.15pm	Refreshment Break
3.30pm	Twelve Killer Questions about Whole Population Accountability <i>Group Exercise</i>
4.00pm	Close

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INTENSIVE PROGRAMME - DAY TWO

Performance Accountability, choosing performance measures and more advanced concepts

- 9.30am Killing Dracula
Ice breaker exercise designed to reinforce values of partnership working
- 10.00am Revision
"Mixing the Elements" Group work exercise
- 10.45am Introduction to Performance Accountability
- 11.30am Refreshment Break
- 11.45am Five Point Performance Measures Method
Group work exercise
- 12.30pm Feedback
Focusing on learning points
- 12.45pm Lunch
- 1.30pm Turning the Curve (Improving Performance)
Using the Turning the Curve process to manage & improve performance
- 2.20pm Turning the Curve (Improving Performance): Gallery Feedback
Including Questions and Answers
- 2.30pm Ten Killer Question on Performance Accountability
- 3.00pm Refreshment Break
- 3.15pm More advanced concepts
Featuring input on:
- *Putting it all together*
 - *Advanced baselines, targets and comparisons*
 - *Outcome Based Commissioning & Governance*
- 4.00pm Next Steps
To close, participants consider how they are going to use OBA and how to maintain the momentum
- 4.15pm Review, Evaluation Forms and Close

Prices

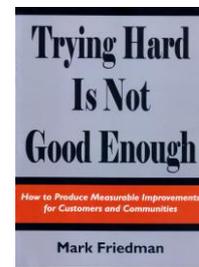
The price for the ONE DAY workshop is **£975 plus VAT** for up to 60 participants.

The price for the TWO DAY intensive workshop is **£2,000 plus VAT** for up to 30 participants.

Prices include briefing to clients' requirements, design, preparation and delivery. The price also includes preparation of an evaluation report based on assessment forms completed on the day.

Books

Copies of Mark Friedman's book "Trying Hard is Not Good Enough" can be supplied to participants at an additional cost of £10 each (zero rate VAT). (Four weeks notice is required to ensure availability). Alternatively, books will be available for sale at workshops for £12.50 each.



Travel and Subsistence

Travel and subsistence are charged at cost plus VAT. Travel is based either on 45 pence per mile or rail travel at cost from Hull. For locations outside of a 100 mile radius of Hull, subsistence is charged at cost to cover overnight accommodation, breakfast and an evening meal up to a *maximum* of £150 plus VAT per night. For locations outside of a 250 mile radius of Hull, two nights accommodation, breakfast and evening meal are required chargeable on the same basis.

Support Materials

Support material packs including copies of all presentation slides and group work exercise briefings are provided in the form of a single pdf document which is e mailed to the client within five working days of the event for printing out by the client and tabling on the day. The packs work best when printed in colour but are functional in black and white.

Minimum Numbers

At least fifteen participants are required to maximise the impact of group work. The maximum number is largely dictated by the size of the venue, but groups of 60 and above can be accommodated working in groups of between 6 and 8 participants for the one day course and 30 for the two.

Venue

As a guide, the venue should be able to accommodate at least 4 times the anticipated number of participants when seated theatre style in order to enable a cabaret or cafe style seating arrangement around tables (ideally round) in groups of six to eight. PowerPoint projection facilities are required (a data projector and screen) and consideration should be given to use of PA equipment in larger venues depending on acoustics. PA equipment if used should include a lapel style microphone and at least one remote handheld microphone.

The Trainer



Prior to becoming a freelance Facilitator, Trainer and Consultant in 2002, David Burnby had over twenty years experience working in the voluntary sector, initially in the field of community enterprise and worker co-operative development. Following five years as a CVS Chief Officer, he worked for eight years for the national leadership development organisation Common Purpose, originally as Programme Director and latterly as Regional Director.

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David
JBurnby
& Associates

Since 2007, David has specialised in training and supporting clients in the use of the Outcome Based Accountability™ framework developed by Mark Friedman of the Fiscal Policy Studies Institute (FPSI), Santé Fe with whom he has established a close working relationship. He is recognised by the FPSI as one of the UK's leading OBA trainers and practitioners. Clients include:

- Local Government Improvement and Development Agency (LGID) including regular input on the Leadership Academy for local council portfolio holders, nationally and regionally and national workshops focussed on Children & Young People, Carers and Adults Services Practitioners. David also regularly contributes towards LGID's Health and Well Being programme at a national and regional level, the Directory of Social Change National Training Programme and the Advanced Leadership in an Integrated Children's Service Environment (ALICSE) programme in the East Midlands amongst others.
- Local Strategic Partnerships including King's Lynn and West Norfolk, Barnsley, Derby, North East Lincolnshire and Cardiff
- Children & Young People's Partnerships including Bradford, Middlesbrough, Sunderland, Gateshead, South Tyneside, Birmingham, Flintshire, Islington, Wandsworth, Leeds, Rhondda Cynon Taf, and NCB Northern Ireland
- Local Authorities including Kingston upon Hull, Newcastle upon Tyne, Bexley, Wrexham, Barking & Dagenham, Cardiff, North East Lincolnshire, Leeds, Ashfield, Thurrock, Havering, Redcar & Cleveland, Conwy, Newport, the Isle of Wight, Carmarthenshire, Powys County Council and Essex County Council
- Health and Wellbeing Boards and NHS PCTs/CCGs (Health Boards in Wales) including Redditch, Wakefield, Wirral, Sefton, Ceredigion (South West Wales Pioneer Consortium), South West Yorkshire Foundation Trust, Essex (Mental Health Partnership), Minding the Gap (Yorkshire and Humber Region) Leeds, Hywel Dda, North Kirklees, and East Lancashire

David is also an Associate Consultant for Renaisi (London), the Local Government Association (LGA), and Agencia (East Yorkshire).

Richard Elliott, Head of Strategy, Planning and performance, Newcastle City Council:

"In Newcastle we have been increasingly using OBA across the entire organisation and into our key partnerships for the last two to three years. We've found that at the organisation level it's been invaluable in helping us focus attention on the things that really matter in performance management - whether or not we're making a positive difference for the people of Newcastle - rather on traditional output volumes or other things that are easy to measure and report. At the partnership level it's provided us with a common language that can be understood across all of our different performance systems. As funding cuts have really started to bite, this focus has also helped us determine where savings can be made without undue impact on our key outcomes, and where degrees of protection have to be provided. As we work across the summer to develop our corporate plan for the next three years, the key question "will anyone be better off as a result" will underpin all of our thinking.

May 2012

Further information

For further information, see the trainer's website at www.davidburnby.co.uk

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"David is a terrific teacher and consultant. He's one of the people I rely on to teach and coach Outcomes Based Accountability in the UK. You won't be disappointed working with him."

Mark Friedman, Fiscal Policy Studies Institute, New Mexico, USA

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