

# 7 STEPS TRAINING PROGRAMME

The inFocus 7 Steps Training is a comprehensive programme of training based on the inFocus 7 Steps to measuring social change curriculum ([click here](#) to access the latest 7 Steps guide). The 7 Steps helps an organisation to take action to increase the impact and financial sustainability of their programmes by:

- ▶ Increasing the knowledge and expertise of staff and volunteers on the topic of M&E
- ▶ Developing the capacity of organisations to conduct effective and high quality M&E

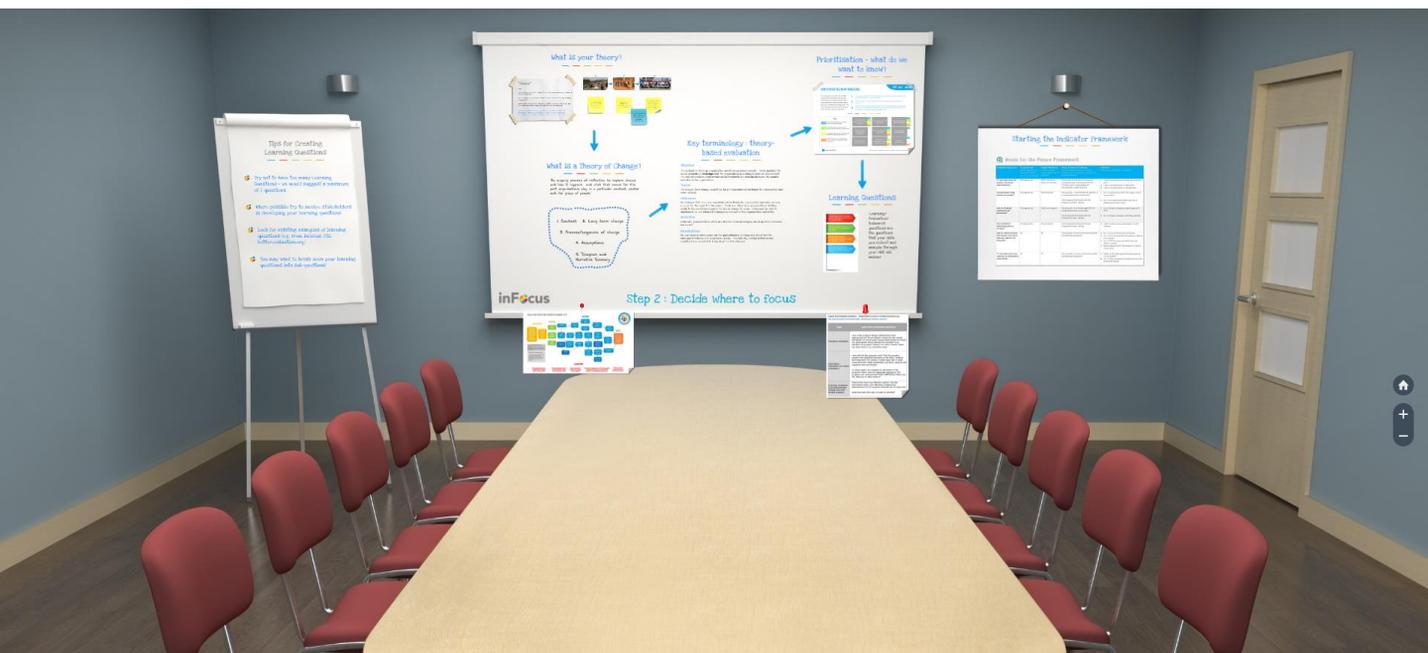


7 Steps courses are delivered online via webinars that give participants an opportunity to connect and interact with other organisations across the globe. Using our unique online classroom format our expert trainers ensure that courses are:

- ▶ **Practical** - with guides, templates and resources that break down complex topics into practical steps
- ▶ **Relevant** – with courses built on years of inFocus experience of the challenges experienced by individuals and organisations and constantly adapting and improving to ensure insights are actionable
- ▶ **Fun and engaging** – courses are interactive and involve games and exercises to bring the topic of M&E to life

“The topics that are discussed are directly relevant to the needs and challenges that we have in our organisation. The fact that inFocus are practitioners in the field really leads to the development of content that is practical and easy to apply.”

Sheri Errington, Fight with Insight



## OUR COURSES

inFocus 7 Step curriculum runs on a rolling basis across the year, with the next 4 months courses scheduled in advance ([click here](#) to access our live course calendar). This provides our [Annual Pass](#) holders with six separate opportunities across the year to ‘live’ attend every one of the 19 courses and/or access the recordings for all courses. 7 Step courses can also be run in-person as customised training for organisations and/or networks.

 [Click here to access an example customised training agenda shown to the right](#)



### 7 Steps to Measuring Social Change (3 x 4 hours)

*7 Steps to Measuring Social Change* is the flagship course for inFocus that provides a comprehensive overview of how to measure and manage social change, developing the tools and processes that drive the effective use of data. The course is supported by the inFocus 7 Steps to Measuring Social Change guide and associated mini-guides, illustrations and videos.

### How to Develop a Theory of Change (2 x 4 hours)

inFocus trainers draw upon their experience of developing theories of change with over 100 organisations and programmes around the world, to share how you can develop a powerful and ‘best in class’ theory of change. The course is supported by an eLearning course consisting of five modules containing interactive content, illustrations, exercises, videos and audio to give users in-depth and practical knowledge on theory of change.

### How to Train Staff to Collect Data (1 x 4 hours)

This course will guide an organisations’ M&E lead person on how to run a training session for other staff and volunteers. It covers the basic principles for successfully deploying questionnaires, a training manual with instructions on how to deliver a training session for staff, along with training resources to support the process, including a PowerPoint presentation, several hand-outs and agendas for a 1-hour, ½ day or full day training session.

### Essentials Courses (2 hours per course)

Essentials courses help individuals and organisations to focus in on specific skills and techniques. There are 16 modules, shown in the table below:

How to...		
<ul style="list-style-type: none"> <li>▶ Develop indicators</li> <li>▶ Run a focus group</li> <li>▶ Conduct interviews</li> <li>▶ Develop questionnaires</li> <li>▶ Choose creative M&amp;E methods</li> <li>▶ Needs Assessment and 7 Steps Roadmap</li> </ul>	<ul style="list-style-type: none"> <li>▶ Use your M&amp;E to improve programmes</li> <li>▶ Use your M&amp;E to drive fundraising</li> <li>▶ Analyse quantitative results</li> <li>▶ Analyse qualitative results</li> </ul>	<ul style="list-style-type: none"> <li>▶ Conduct ethical M&amp;E</li> <li>▶ Write effective reports</li> <li>▶ Conduct participatory M&amp;E</li> <li>▶ Develop a data quality process</li> <li>▶ Get the right sample</li> <li>▶ Protect your data</li> </ul>

## HOW TO ACCESS COURSES

There are a number of ways that you can access the 7 steps training courses:

- I. You can sign up for individual courses via our website [here](#)
- II. A '7 Steps' [Annual Pass](#) (AP) permits one named individual to attend **ANY and ALL courses flexibly across a full 12-month period**. [See here for more details](#)
- III. For Funders and Network Co-ordinating Bodies who wish to build capacity across their own grantees and/or network members, Annual Passes can be purchased in bulk and at a further discount. These can be flexibly allocated across grantees/ Network Members. [See here for more details](#)

### Contact Us



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Email: [info@impactinfocus.com](mailto:info@impactinfocus.com)

Website: [www.impactinfocus.com](http://www.impactinfocus.com)

## CUSTOMISED COURSES

We recognise that there are also circumstances where organisations would like to customise our course content further, to suit their organisation's particular needs and context.

There are two levels of customisation:

- ▶ **Tailor** some or all of the individual 7 Steps courses to create a branded version of the 7 Steps Training Programme for a network **OR**
- ▶ Develop a highly **bespoke** training course, picking and choosing different course elements from across the '7 Steps Training Programme' to be delivered flexibly and potentially utilising a mixture of onsite or online training approaches



Whatever the circumstances, the inFocus course development and training team is happy to quote a price to first **create** and then **deliver** a unique training curriculum. [Contact Us for more details!](#)

## WANT TO DELIVER INFOCUS TRAINING?

We also recognise that some organisations wish to continue the capacity development process for their **INTERNAL** staff teams, by building their own internal capacity to deliver training to their own staff. inFocus provides Trainer of Trainers (ToT) support to individuals to deliver any of the **Essentials Modules**, utilising inFocus materials and training techniques, as well as general training in **Group Facilitation methods** to support a fully participatory process. [Contact Us for more details!](#)

## 7 STEPS M&E CHAMPION CERTIFICATION SCHEME

Access to the inFocus *Annual Pass* includes opportunities to complete and progress across four levels of certification, with additional access to:

- ▶ **Trainer of Trainer Module (for Level 3 graduates)** – to run and facilitate a 2 hour ‘Introduction to 7 Steps to Measuring Social Change’ training, using inFocus materials
- ▶ **Monthly M&E Expert Roundtables (for Level 4 graduates)** – to discuss advanced M&E topics and access a peer support and mentor group

The different stages of the certification scheme are shown below:

Name of Level	What needs to be completed?	Capabilities	Why are these capabilities important to your organisation/network?	What do you get?
Level 1 : M&E Foundation	<ul style="list-style-type: none"> <li>▶ Completion of the <i>7 Steps to measuring social change</i> course</li> <li>▶ Completion of the <i>How to develop a Theory of Change</i> course</li> </ul>	<ul style="list-style-type: none"> <li>▶ Comfortable conversing in the language of ‘M&amp;E’</li> <li>▶ Understanding key M&amp;E concepts and how to apply to their organisation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Understanding the importance and key principles of M&amp;E</li> <li>▶ Ability to speak/write about M&amp;E to key funders/stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>▶ Level 1 Certificate</li> </ul>
Level 2 : M&E Manager/ Practitioner	<ul style="list-style-type: none"> <li>▶ Completion of step above</li> <li>▶ Completion of the ‘<i>Needs Assessment &amp; M&amp;E Roadmap</i>’ Essentials course</li> <li>▶ Completion of a ‘<i>7 Steps Roadmap</i>’ for the org.</li> <li>▶ Complete 5 x <i>Essentials courses</i> that address organisational M&amp;E priorities</li> </ul>	<ul style="list-style-type: none"> <li>▶ Assessment of organisational M&amp;E needs</li> <li>▶ Understand where the organisation needs to improve their M&amp;E as a priority &amp; develop a complete plan</li> <li>▶ Able to address key M&amp;E weaknesses for their organisation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Addressing key weaknesses in M&amp;E to improve learning &amp; organisational performance and drive fundraising, marketing and communication functions</li> </ul>	<ul style="list-style-type: none"> <li>▶ Level 2 Certificate</li> </ul>
Level 3: M&E Trainer	<ul style="list-style-type: none"> <li>▶ Completion of steps above</li> <li>▶ Completion of the <i>How to train staff to collect high quality data</i> course</li> <li>▶ Completion of ‘Intro to 7 Steps’ <i>ToT training module</i></li> <li>▶ Completion of 10 x <i>Essentials courses</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Able to train staff in the key principles and approaches to M&amp;E and the 7 Steps</li> </ul>	<ul style="list-style-type: none"> <li>▶ Improve the knowledge and understanding of M&amp;E for staff and volunteers, leading to better quality data and learning</li> </ul>	<ul style="list-style-type: none"> <li>▶ Level 3 Certificate</li> <li>▶ Additional Trainer of trainer (ToT) training course</li> </ul>
Level 4 : M&E Expert	<ul style="list-style-type: none"> <li>▶ Steps above</li> <li>▶ Completed the full <i>7 Steps curriculum</i></li> <li>▶ Demonstrate how the organisations’ priority M&amp;E needs have been addressed</li> <li>▶ Mentored at least one external person in M&amp;E</li> <li>▶ Completion of <i>1-hour online written exam</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Able to develop high quality M&amp;E resources and conduct M&amp;E training</li> <li>▶ Can get maximum value from M&amp;E for learning/fundraising</li> <li>▶ Able to mentor other organisations in M&amp;E</li> </ul>	<ul style="list-style-type: none"> <li>▶ Improve the quality of the organisations M&amp;E tools and processes</li> <li>▶ Establish the organisation as a leader with M&amp;E and build reputation (also through mentoring of other organisations)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Level 4 Certificate</li> <li>▶ Access to M&amp;E monthly round-tables</li> </ul>