

I03 – Training package for social and green NGO leadership

Modul 4: Idea Generation and Evaluation

Unit 2: Which evaluation methods do exist to assess and evaluate generated ideas?

Prepared by UPB



Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

Erasmus+ Programme - Strategic Partnership
AGREEMENT N°:
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Learning Outcomes

The aim of this module 4 is to introduce you to idea generation and evaluation. It highlights the importance of distinguished competences to generate ideas based on a adequate inventory of methods!

The learning outcomes can be defined as the following ones:

- ❖ Understanding the importance of idea generation
- ❖ Create a inventory of methods to generate ideas
- ❖ Learning skills to rate and asses the generated ideas
- ❖ Learn evaluation methods for generated ideas



Agenda

Unit 1: Which are methods for idea generation?

1.1 Importance of idea generation

1.2 Methods to generate ideas

Unit 2: Which evaluation methods do exist to assess and evaluate generated ideas?

2.1 Importance of evaluation methods

2.2 Evaluation methods



Unit 2: Which evaluation methods do exist to assess and evaluate generated ideas?

2.1 Importance of evaluation methods

Evaluation is

-involves collecting and analyzing information about a program's activities,
- characteristics,
- and outcomes.

-About being open to continuing feedback and adjusting your program(s) accordingly.
-3 main types of evaluation methods are goal based, process based and outcomes based.

(Patton, 1987).

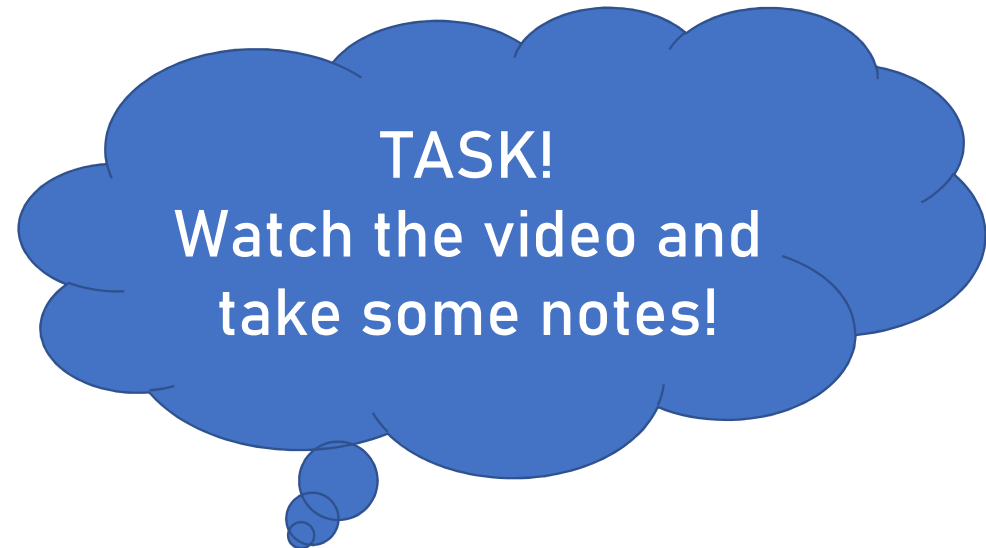
Unit 2: What are evaluation methods to rate and assess the generated idea

2.1 Evaluation methods

Task



Idea #1
Idea #2
Idea #3
Idea #4



<https://www.youtube.com/watch?v=ZdsNljHPdxw>



Unit 2: What are evaluation methods to rate and assess the generated idea

Task

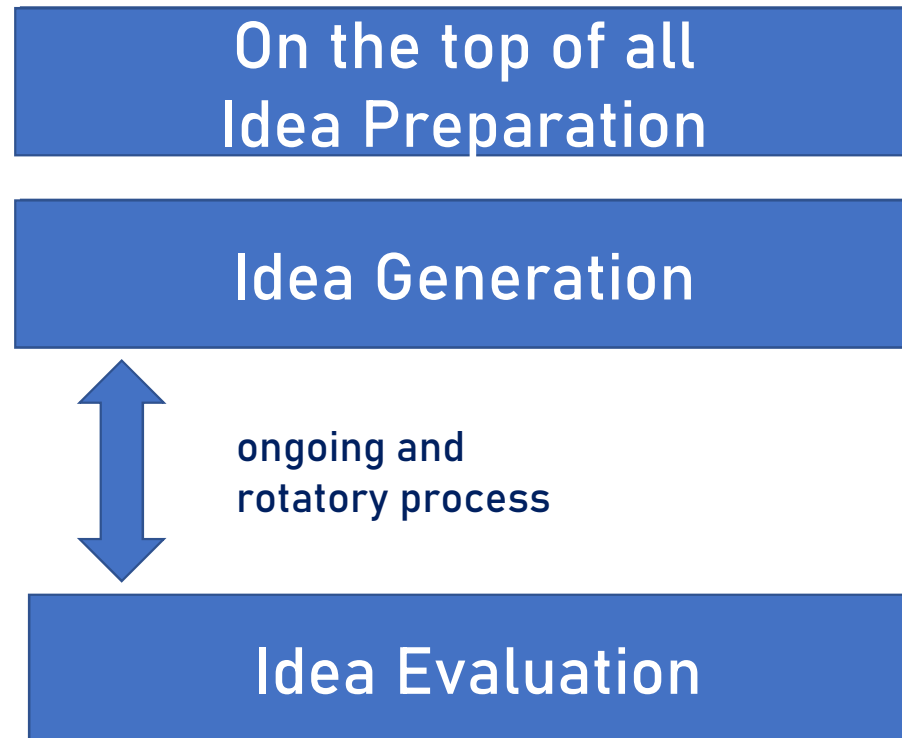
TASK!

1. Which methods do you already used to evaluate your ideas?
2. Which evaluation methods were shown in the video?
3. Which methods did you already know? Which one is new and why is it useful for you?



2.1 Methods of idea generation

Summary



Dilts, R. (1994)



H5P-Task

NGEnvironment- IO3-M4- Task 2.1

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Drag the words into the correct boxes

Evaluation involves collecting and analyzing [] about a program's [], characteristics and []. Furthermore is about being open to continuing [] and adjusting your program(s) accordingly. Besides three main types of evaluation methods are goal based, [] based and [] based.

outcomes

process

feedback

information

outcomes

activities

[Check](#)

Thank you very much for your attention!



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Sources

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- ❖ Wallas, G., The Art of Thought, Harcourt, Brace & World, New York, 1926.
- ❖ Osborn, A.F. (1957): Applied imagination (1st ed.) New York: Scribner's.
- ❖ Patton, M.Q. (1987). Qualitative Research Evaluation Methods. Thousand Oaks, CA: Sage Publishers.
- ❖ Dilts, R. (1994): Die Veränderung von Glaubenssystemen: NLP Glaubensarbeit (Deutsch) Taschenbuch – 1. Januar 1994 , Junfermann Verlag; Auflage: 6.

Online Source

- ❖ <https://www.youtube.com/watch?v=ZdsNljHPdxw>
- ❖ <https://www.youtube.com/watch?v=yAidvTKX6xM>