LISTENING, MONITORING, AND EVALUATION

HOPE International
July 2017
WHY WE LISTEN
Approach

“Let the wise listen and add to their learning, and let the discerning get guidance.” Proverbs 1:5

• **We believe** the act of asking clients for feedback is both a way to honor them and to gain understanding for the sake of improving our effectiveness for the Kingdom.

• **Mission:** Better understanding stakeholders and our relationship with them to improve mission fulfilment.

• **Vision:** To develop responsive, effective institutions with all stakeholders empowered to make client-focused decisions that fulfill HOPE’s mission.

**Strategy**
- Build Expertise
- Build Demand
- Build Capacity
Global LM&E Team

Local LM&E officers in 6 of 12 HOPE-managed programs, and 3 US-based team members.

Ukraine	Malawi	Congo
DRC	Rwanda - Urwego	Burundi - Turame
Staff Spotlight: Chancy, HOPE Congo’s LM&E Officer

Chancy joined HOPE Congo in 2011 and served as a loan officer and compliance officer prior to joining the LM&E team in 2014. He holds a bachelor degree in accounting and financial management, a certificate in monitoring and evaluation, and a certificate in microfinance from the Boulder Institute. He has led a variety of research initiatives including the HOPE Quotient, market research, branch site identification, Dream Catcher, and a recent customer service study.

Chancy is passionate about interacting with clients and undeserved communities because it is a privilege for him to witness what God is fulfilling in people’s lives through HOPE’s mission.

Chancy’s favorite part of the role is, “The interviews with those we are serving, because we can instantly identify a problem or a success and pray to the Lord together with the client for that. We have the opportunity to share a client prayer request with the rest of the staff during our morning devotions or share about a client success in order to praise the Lord accordingly.”

Chancy’s dream for the future is to continue serving in diverse MF environments in the HOPE network to learn from different fields while sharing his experience. He dreams of giving the opportunity for Chloe, his daughter, to study one day in an English-speaking environment in order to give her more opportunities for her professional empowerment.
HOPE’s Journey & Lessons Learned

1. Collaborate before you create
   • Resist temptation to immediately begin creating and testing tools. Glean wisdom first from trials and successes of others.

2. Listen, don’t assume
   • Listening affirms the dignity of those we serve, gives them a voice in the solution, and sheds light on what to measure and how to measure it.

3. Know your mandate
   • Improve, not prove.

4. Complete feedback loops
   • Don’t stop at reviewing findings – press on to respond.

5. LM&E is part of the ministry, not just an evaluation of the ministry
   • How we listen matters.
HOPE’s listening tools

- HOPE Quotient Survey (specifically for clients)
- Dreamcatcher Interviews (focuses on clients’ dreams)
- Market Research for Product Development
- Annual Donor Survey
- Best Christian Workplace Survey (specifically for HOPE staff)
- Net Promoter Score (measures customer satisfaction)
- Partner Feedback Survey and Focus Groups

Colors indicate:
- Green: Existing methods
- Yellow: In Development
# Examples of Field-Initiated Research in 2016, 2017

<table>
<thead>
<tr>
<th>SCA</th>
<th>MFI</th>
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<tbody>
<tr>
<td>Malawi: Advanced training pilot evaluation</td>
<td>DRC: Individual loan product research</td>
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<td>Rwanda: Church facilitator retention research</td>
<td>Ukraine: Client retention study</td>
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<td>Burundi: Batwa ministry assessment</td>
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<td>Zambia: Ministry evaluation</td>
<td>China: Exploratory research on unreached people groups</td>
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<td>Urwego <em>(Rwanda)</em>: Net promoter score branch pilot</td>
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<td>Turame <em>(Burundi)</em>: Client survey</td>
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HOPE Quotient progress

3rd year administration completed
- Ukraine
- Malawi
- Congo
- Burundi

2nd year administration completed
- Rwanda
- DRC

Baseline completed
- China

To Date: 1,369 individual clients interviewed and more than 2,670 interviews conducted.