

Applications and Possibilities

Measuring effects

- **Project Monitoring and Evaluation**

Measure how your project is achieving its goals. Establish a baseline study, conduct mid-term reviews or evaluate the end of a project. Move beyond the numbers to TRULY UNDERSTAND progress.

e.g. Oxfam, Human Security Collective, TU Delft, KIT

- **Training and Education**

Understand the effects of your trainings. Collect the stories of participants that provide you with the evidence and understanding of how they put learnings to practice. As well as how they valued the training and WHY.

e.g. Academie Bo Yi, U4 Academic Leadership Programme

- **Impact Measurement & Outcome Harvesting**

Measure the effects of your interventions and more. What has changed – expectedly and unexpectedly – due to planned efforts? Get access to planned and unforeseen outcomes and understand WHY they took place.

e.g. Oxfam, RVO - WASH, INCLUDE Knowledge platform, Spindle

Generating knowledge

- **Knowledge Management**

Access the tacit knowledge that people are gathering throughout their employment. The hidden value that often makes a business thrive, a factory safe, or teams effective. Information that usually remains implicit.

e.g. Eneco factory incidents; RVO brilliant failures

- **Scientific research**

Much scientific research happens in the realm of qualitative research. While quantitative research leans on the objectivity of numbers ('evidence based'), qualitative researchers dig deeply in stories behind the numbers. Sprockler allows for both, at the same time, in big numbers.

- **Human Resource Management**

Obtain the stories that matter from employees and move beyond the personnel surveys. Inspire people by getting their voices heard and obtain very meaningful feedback.

e.g. Radboud Medical Centre

Designing strategies

- **Strategic advantages**

Sense what new (market) developments tell and obtain information that is otherwise hard to access. Look out for weak signals that may point to a new development emerging. Adapt your strategy accordingly!

e.g. Zambezi Valley water management

- **Policy Development**

Obtain deep understanding in the ambitions, concerns, ideas that people have so that policies are tailor made to situations. This applies to both internal policies (in organisations) as well as governmental policies.

e.g. Partos Future Exploration, NSF, The Hague Academy for Local Government

Getting voices heard

- **Customer surveys**

Move beyond the standard questionnaires and get authentic information from (potential) clients through their stories and the meaning they themselves give to these stories, so that products or services are closely aligned to what they need.

- **Democratic Renewal**

Hear the voice of citizens, not merely by referendum-type of polls, but by a more sophisticated, but simple tool that tells us the WHY behind the yes/no and provides more nuance in collected outcomes.

e.g. Movisie