

# DoView<sup>©</sup>

# Visual Outcomes Modeling

For local government



In local government you work with multiple sets of outcomes at multiple levels. Get it all sorted with DoView<sup>©</sup> visual outcomes modeling.

© Dr Paul Duignan 2016. V1-2. Latest version of this eBook available from [DoView.com/eBooks](http://DoView.com/eBooks).

# Benefits



DoView<sup>®</sup> Visual Outcomes Modeling  
Simple but not simplistic

Local government needs to take into account a number of outcomes sets: the community's; your own; central government's; and, statutory requirements. DoView<sup>®</sup> visual outcomes modeling makes it easier to work with this complexity.

Work out how your range of different outcomes sets relate to each other - find overlaps and differences. Align your projects, programs and strategies with priority outcomes.

Quickly communicate with the community, stakeholders and central government that you are in alignment with their outcomes and priorities.

Use visual outcomes modeling for technical work: identifying which projects will provide the greatest return; identifying indicators and evaluation questions etc.

Be assured that the DoView visual modeling approach will avoid the technical traps involved in outcomes work - siloing, accountability, attribution etc.

# Key concepts [1]



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Everyone in local government these days uses some sort of visual diagram to present their outcomes within reports, at meetings and on their website.

However DoView visual outcomes modeling is a paradigm shift taking you a long way beyond merely using visual diagrams for 'presentational' purposes.

The approach uses visual outcomes modeling as a powerful analytical tool to assist in your outcomes work. The visual outcomes model(s) you use in this analytical work can be drawn at whatever level of simplicity or complexity you think will add the most value in your particular setting.

The DoView approach provides you with easy-to-apply standards and principles for drawing visual outcomes models. Using these ensures that your outcomes models are fit-for-purpose for analytical rather than just for presentational purposes and avoids technical problems others face: siloing, lack of clarity about accountability etc.



## Key concepts [2]

DoView<sup>®</sup> outcomes modeling is initially used as a backroom analytical tool. Once you've finished your analytical work, you can then decide which parts of your visual outcomes model(s) you want to use to communicate with your decision-makers and stakeholders. As in any area of organizational work, it's important to not overload them with too much detail.

A DoView<sup>®</sup> outcomes model can potentially be used for a range of different types of organizational work, including: priority setting, determining which projects should be undertaken; identifying KPIs and indicators; identifying risks; and working out how to measure impact.

You only use the model in these ways where it can add additional value to the current ways in which you are undertaking these organizational functions. The modeling is designed to complement, rather than replace, your current approaches.



## Key concepts [3]

In order to use visual outcomes modeling for analytical purposes you need a simple software tool to play around with your various outcomes sets. DoView software is used for this work.

If you were doing accounting, you would need to use a spreadsheet to do your work efficiently.

In the same way, to do analytical work involving visual outcomes models you need a simple agile software tool.

DoView software is an affordable, easy-to-use, stand-alone software tool designed for PC and Macs and currently used in over 50 countries.

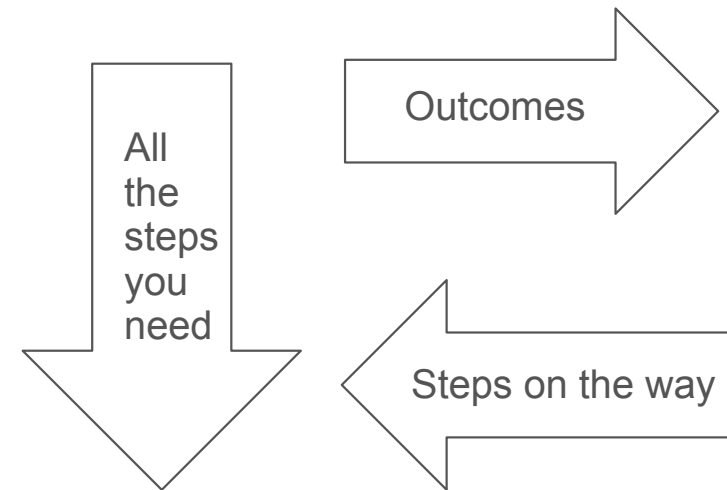
# What's a DoView<sup>®</sup>?



A visual outcomes model drawn according to a set of rules. It sets out all of the high level outcomes an organization is seeking and all of the steps it is believed are needed to get to them.

It can have multiple drill-down levels to provide sufficient detail.

Information on drawing and using DoViews and a free trial at [DoView.com/plan/draw.html](http://DoView.com/plan/draw.html).



➡ = then      ⇨ = and

Feedback loops not shown

If prioritized - A, B, C and BAU = Business As Usual

If numbers on boxes = the number of boxes connected to

# Example of a number of high-level outcomes sets relevant to local government

## Central government overall outcomes

GDP growth

Economic, social and environmentally sustainable country

Increased social inclusiveness

Increased business and social innovation

## Central government priorities for local government

Plan, build and maintain key infrastructure

Manage risks around infrastructure

Increased community involvement in decision-making

## Community derived outcomes

More, and better quality, local jobs

More local amenities

Safer downtown

Less prejudice against migrants

More say in local decision

More things for our young people to do locally

## Local government's outcomes

Economically thriving city

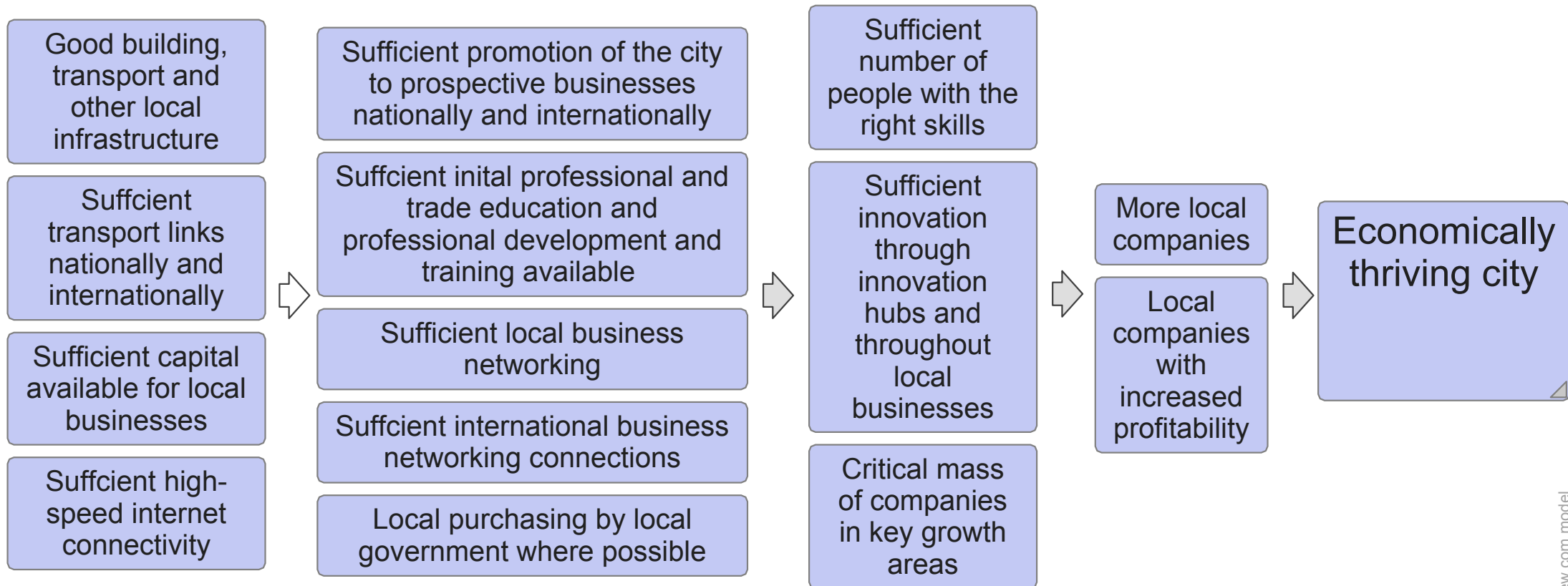
Innovative, dynamic and exciting city

Green sustainable city

Socially inclusive and equitable city

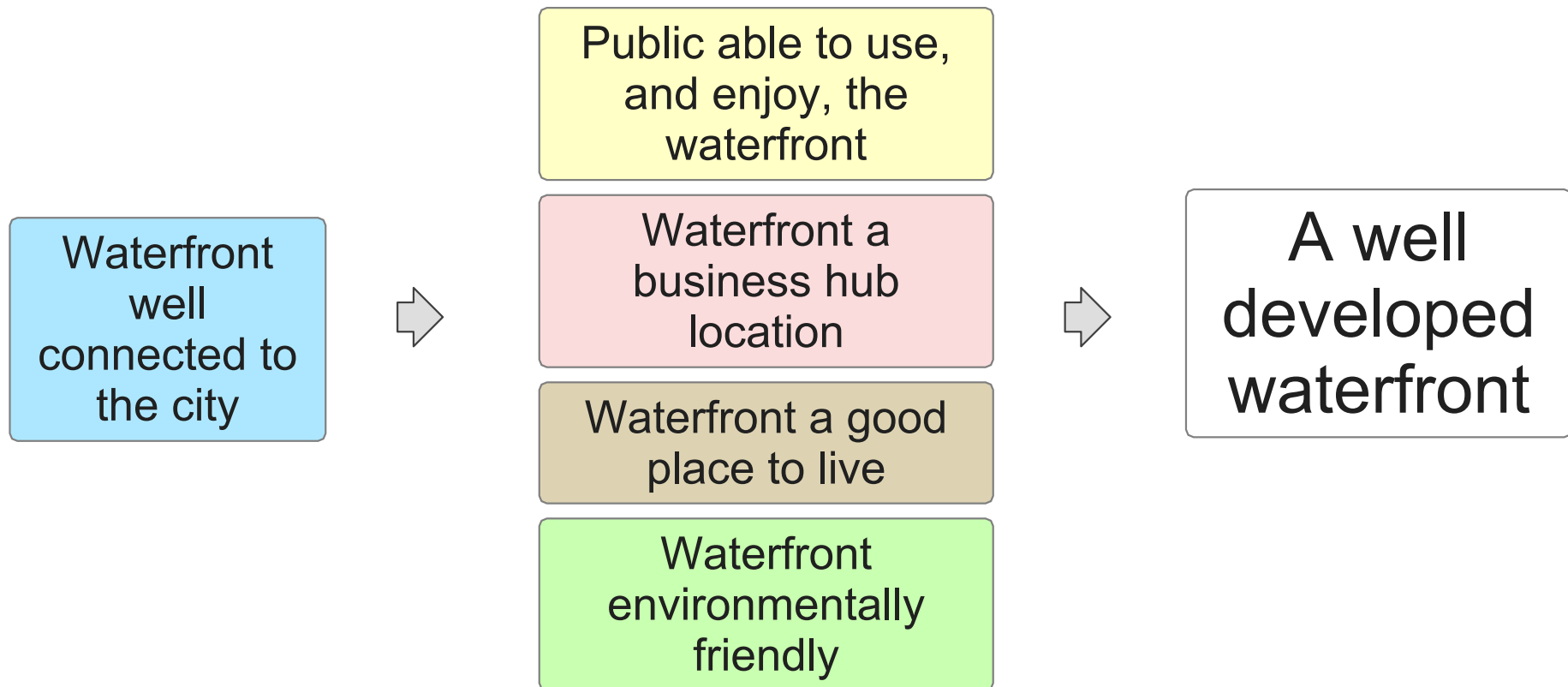
Culturally diverse, accepting city

# Once you build drill-downs, other outcomes sets can be mapped onto them.



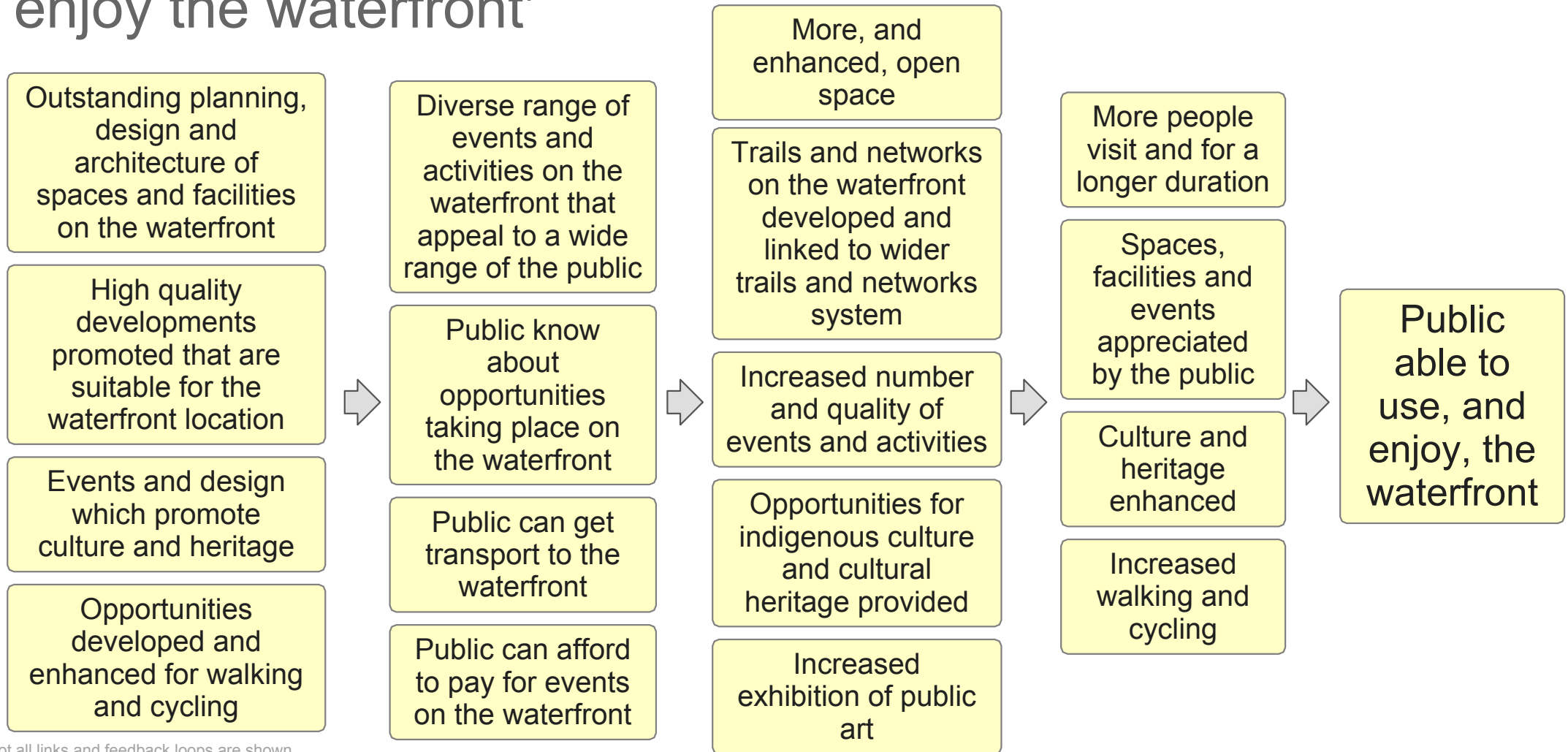


# Specific lower-level example a waterfront development DoView<sup>®</sup>



Not all links and feedback loops are shown

# Drill-down page on the 'public able to use, and enjoy the waterfront'



Not all links and feedback loops are shown

# Using the DoView<sup>®</sup> approach



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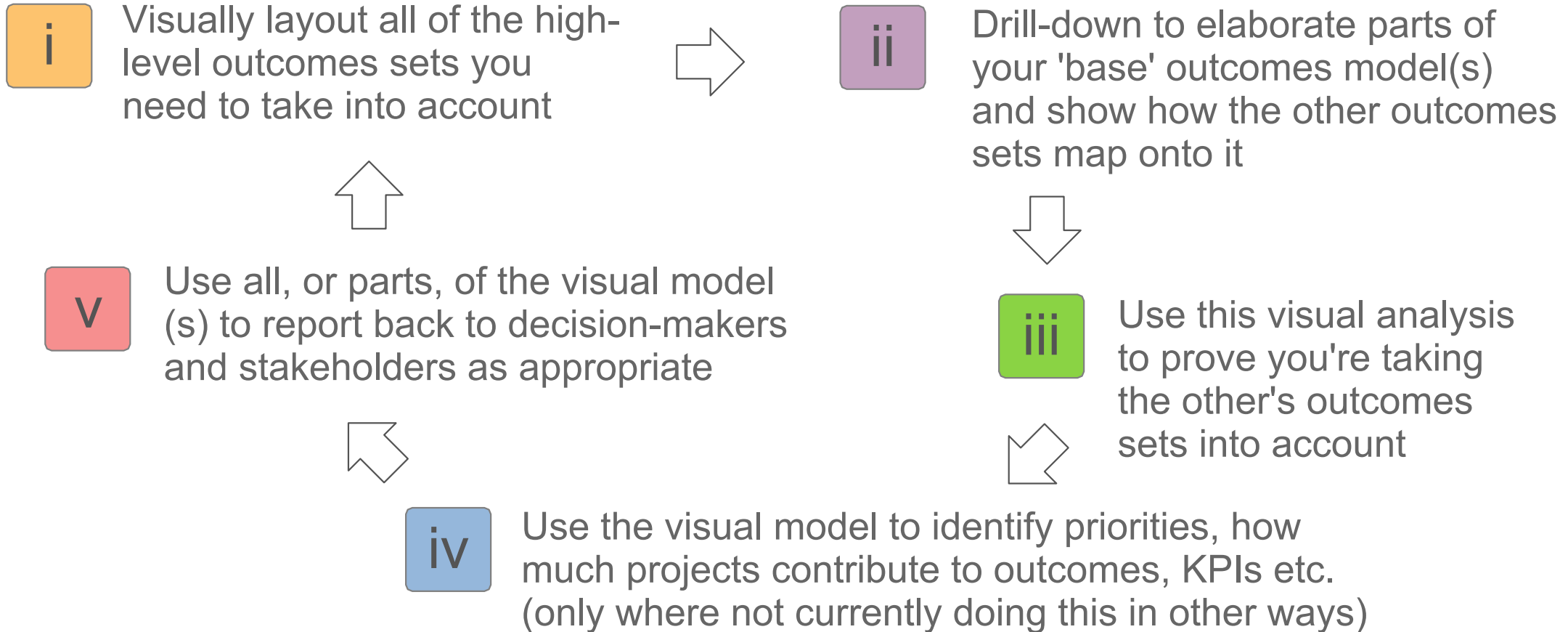
You first build whatever outcomes model(s) you need at an appropriate level which adds value to your current documentation. (e.g. like the ones above, or for an entire city or region see [DoView.com/u/city-or-regional-planning.html](http://DoView.com/u/city-or-regional-planning.html)).

You then use this outcomes model(s) to show how you are taking into consideration the other outcomes sets you need to comply with. The software tool provides various ways to show linking and mapping of boxes onto each other.

You can then use your visual outcomes model(s) for various additional purposes such as: priority setting (mark boxes up as A, B, C or Business As Usual priorities); analyzing which programs or projects will make the most contribution to priority outcome boxes (amount of contribution from each project is summed for each outcome box); identifying KPIs by putting them next to the boxes they measure etc.

You can use some, or all, of your outcomes modeling to present the results of your analysis to decision-makers, stakeholders and the community, as you think appropriate.

# DoViewing for local government outcomes work



# Our Offerings



PARKER DUGNAN  
It's all about the outcomes

DoView<sup>®</sup> Visual Outcomes Modeling  
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Consulting with local government to build, and use, high-level visual outcomes models and to improve their overall 'outcomes architecture'



Developing project-level visual outcomes models



Online or face-to-face training in how to build and work with visual outcomes models and deal with technical outcomes issues



DoView Software - download a trial of our agile outcomes software tool from DoView.com



# About



DoView<sup>®</sup> Visual Outcomes Modeling  
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DoView<sup>®</sup> Outcomes Systems and Parker Duignan Consulting consult to international organizations, governments, and public and nonprofit agencies in all sectors on all outcomes issues.

Our clients have included: the International Monetary Fund, the United Nations Population Fund, the World Bank, the U.N., the Asian Development Bank, national governments, and individual agencies in almost all sectors: local government, health, welfare, education, defense, transport, arts and culture, injury insurance, sport and recreation, archives, heritage, local government, and indigenous development.

See [Doview.com/consulting](http://Doview.com/consulting)

[Twitter.com/doviewoutcomes](https://twitter.com/doviewoutcomes)

[Doview.com/download.html](http://Doview.com/download.html) to download DoView Outcomes Software.

Information on using the approach for city or regional planning [Doview.com/u/city-or-regional-planning](http://Doview.com/u/city-or-regional-planning)

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