

Building an Outcomes Driven Culture

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A Conversation with....



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Introduce yourself:
Share your name,
organization,
location, role



We **bring data to life** with cutting edge, simplified, actionable tools and practices to people working for social good, giving them the mindset and skillset they need **to catalyze change** for those they serve.



The Context:

Data Wishes and Challenges

Organizations often come to ResultsLab wanting **to tell a stronger story with data**.

We support them across the full spectrum from using their existing data to tell their story, to fleshing out that story and capturing it with data.

- Data + Evaluation services
- Fractional Impact Management services
- Building a foundation to drive effective data use across teams



Why Invest Time and Resources into Data?

GROUNDING



What We'll Cover Today

1

Your journey to becoming **outcomes-driven**

2

Data to make **decisions**

3

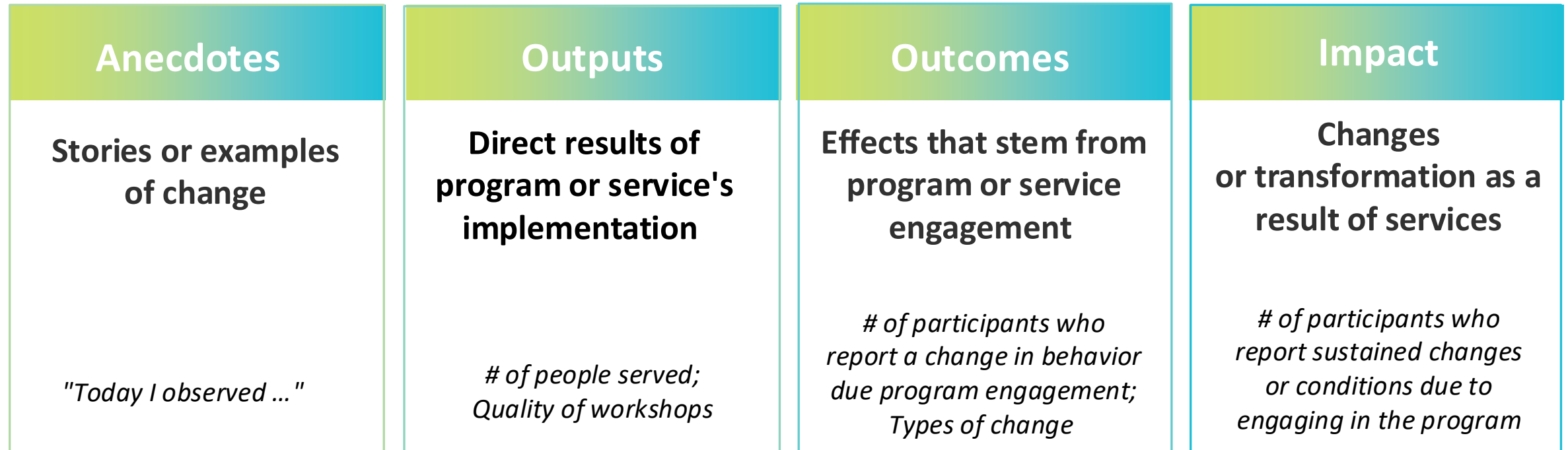
Data to share your **story**

4

Supports to take your data **practice** forward

So, what data is essential?

A PATHWAY YOU CAN USE TO MOVE TOWARDS HAVING DATA-DRIVEN STRATEGY AND STRENGTHENED SERVICES.



Where on this continuum do you feel *your organization* is currently with data practice?

ACT Model: Strengthen Data Practice

To deliver an effective data story and understand the impact of your programs, we will walk you through a [three-phase process you can take](#) to help ground your data journey.



7 ELEMENTS TO

Becoming Outcomes Driven

An outcomes driven organization is one that captures **operational and outcome data** and uses the data to drive decisions.

Decisions may include strategic direction, program design, resource allocation, and data + evaluation.

The ACT Model – Align, Capture, Transform Model provides the journey to become outcomes driven



Align

Shared clarity on intended goals, outcomes and core activities to achieve these

①

Focus Population

Who we serve

②

Activities and Approach

What they experience

③

Outcomes

How participants transform



Capture

Develop and activate **an inclusive measurement plan** to collect data to drive change

④

Measurement Focus

Goals and Learning questions

⑤

Data collection approach

Methods, Tools, and Capacity



Transform

Energize team **around informed decision-making** and continuous improvement

⑥

Data Use

Data Communication and decision-making

⑦

Leadership + Culture

Modeling and supporting data informed decision making

Drive Decisions

What's one program or funding decision you're sitting on right now that better data would help you make?



Data Driven Decision Making In Practice

HOW A YOUTH DEVELOPMENT NONPROFIT TURNED A CHANGING FUNDING LANDSCAPE INTO A STRONGER, MORE EVIDENCE-DRIVEN ORGANIZATION

01

ASK SMART QUESTIONS

Lost 25% of program funding. Asked:

- Which programs components are essential to getting to outcomes?
- What is the optimal frequency of participation to realize our outcomes?

02

MAKE CONFIDENT DECISIONS

- Reviewed data on each program. Looked at how outcome data varied by participation rates/types.
- Learned that those engaging 3x week were getting same results as those participating 4x or more.
- Learned that participants were not engaging frequently in 2 program components.

03

REALIZE RESULTS

- Consolidated from 5 program components to 3
- Reset staff to offer programming 3x/week.
- Staff report a relief, less stress
- Allowed team to maintain programming and staff
- Shared findings with funders/partners

Building your Practice

- Monthly Data Dialogues
- Strategic Deep Dives
- Data Features in Staff Meetings
- Data Murals in physical space





ResultsLab ▾

Program: Non Proffitt ▾



Roadmap

1

Get Started

2

Build Your Impact + Data Plan

3

Capture Data

4

Make Sense of Data

5

Share Data

6

Take Action

SUPPORT



Community



Portfolio Summary



Coaching



Settings + Help

Reviewing in Practice

RESULTSLAB PLATFORM DEMO

Share your Story

Who is your most important audience to share your data with?



Data Snapshot

Internal check-ins

Get a quick, at-a-glance view of your key indicators and trends.

• Updated today

[View Snapshot →](#)



Findings Deck

Presentations

Create a slide-style presentation of your findings, insights, and recommendations.

• Draft available

[Create Deck →](#)



Impact Reports

External audiences

Create a formal, polished report with narrative context and evidence.



Story Bank

Participant voice

Collect, curate, and share qualitative stories of meaningful change.



Four Questions of the Impact Story Telling Frame

How do you know?



WHO? (or WHAT?)

Adults facing employment barriers. Limited credentials, economic instability, or displacement from changing industries



**WHAT
CHANGED?**

Participants gained job-ready skills, secured employment, and increased wages within 6 months of program completion



WHY?

85% completed evidence-based coaching + employer-aligned curriculum removed structural barriers to career entry



**WHY IT
MATTERS?**

Families are working toward long-term economic stability. This helps communities build resilience. Employers fill critical local roles.

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Program: Tester ▾



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RESULTS LAB PLATFORM DEMO

Discussion + Reflection

- What's one decision you've been making on **instinct** that data could inform?
- Who needs to **hear your impact story** — and what do they need to feel?
- What's **one outcome your program produces** that you haven't figured out how to measure yet?



**“Which Picture are
you, now?”**
*Choose the image
that best reflects how
you feel about your
journey towards
outcomes .*
Put your #
Into chat.

Monthly Coffee Connect!

Let's Explore "all things data"

Human-Centered
AI Practices

Tips for best surveys

Infographics rooted
in Impact Strategy



FREE CONSULT

Coffee Collective

Explore ways to use data to drive meaningful decisions for programs, attract new funding and tell impact stories.

JOIN US



VP, Impact + Innovation



VP, Partnerships

Resources with ResultsLab

Impact Accelerator

BUILD A CULTURE OF LEARNING

**Stronger Outcomes.
Greater Impact.**

Empower your nonprofit team to use *right* data to learn, improve and thrive.

JOIN THE WAITLIST



Let's Connect!
Free Consult + Impact Readiness Assessment

Nonprofits – Need to hire data roles but feeling these uncertain times?

Let us do the data work.

Get meaningful data with an *outsourced* Impact Manager.



[Learn More](#)



Stay Connected

- [Sign-up for Lab Notes](#) on our website. A monthly round-up of tips, useful tools, and other resources delivered to your inbox.
- **Let's Connect!** Ask today about your Free Consult to assess optimal next steps in your journey.

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