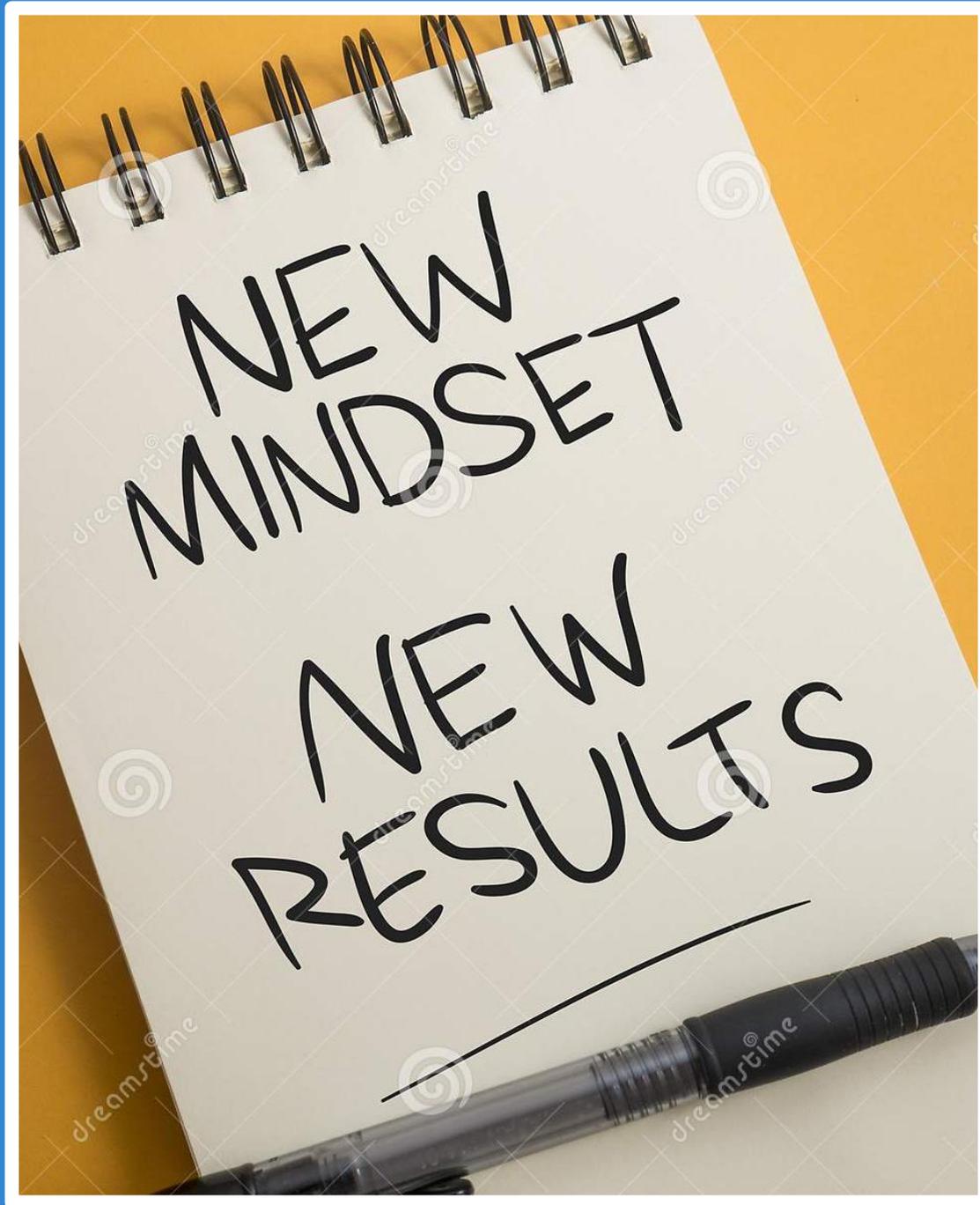




Benefits of using “Most Significant Change” (MSC) method

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NEW
MINDSET

NEW
RESULTS

The 'Most Significant Change' (MSC) Technique

A Guide to Its Use

by

Rick Davies and Jess Dart



Funded by
CARE International, United Kingdom

The MSC story



What is MSC?

A form of participatory monitoring and evaluation

What is MSC used for?

- capture expected change
- develop good news stories for public relations (PR)
- understand the average experience of participants
- produce an evaluation report for accountability purposes



For what kind of projects/programmes?



- complex
- large
- focused on social change
- participatory
- repeated contact between field staff and participants
- struggling with conventional monitoring systems



Benefits of using MSC technique



When to use MSC technique?

An MSC process for today (adapted)

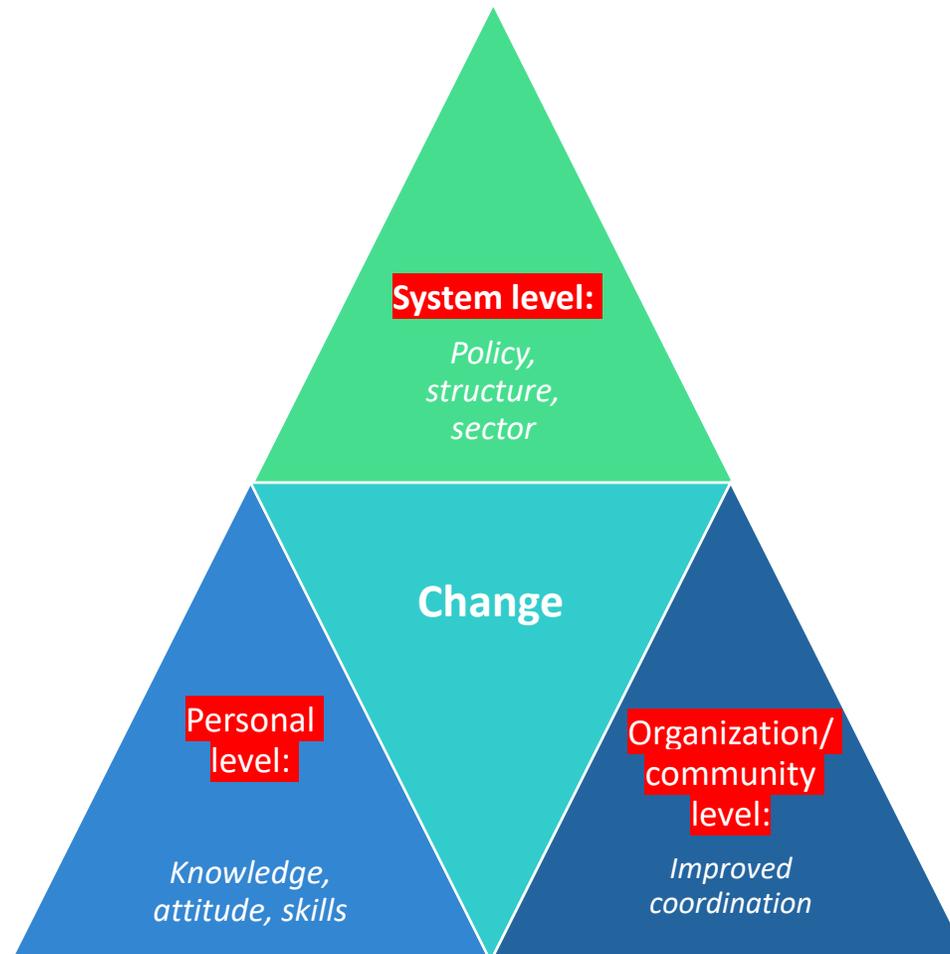


Open question:

Looking back over the last two-three years what do you think was the most significant change that has resulted from your participation in the MERIT project?

“Results = Change”

Levels of Change





What is change?

Elements of a good story



Background: whose story, where, what brought change



Description: what changed, who it happened to



Significance: explanation by the storyteller why the change was important



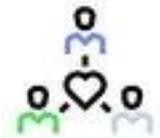
Aim of the group exercise

To select the story of most significant change, according to **criteria built through consensus.**



Why are we selecting?

Core Values



LOYALTY



PASSION



HONESTY



EFFICIENCY



RELIABILITY



DEPENDABILITY



OPTIMISM



POSITIVITY



COMMITMENT

- ensure that what the group most cares about is communicated.
- share, analyse and present group's values and opinions around change.

“Not everything that can be counted counts, and not everything that counts can be counted.”

Albert Einstein

Report writing and sharing



Resources used

Asadullah, S. and Muniz, S. (2015) Participatory Video and The Most Significant Change. A guide for facilitators. InsightShare, Oxford, UK. Including a link to:
www.insightshare.org/resources/pv-and-msc-guide

Caro, D. (2017) Most Significant Change Evaluators Workshop. Training Slides. Amman, Jordan. December 4-5 and 6-7, 2017. USAID Monitoring and Evaluation Support Project (MESP). Cultural Practice LLC.

Davies, R. and Dart, J. (2005) The 'Most Significant Change' (MSC) Technique. A Guide to Its Use.

Additional information about the MSC technique at <https://mande.co.uk/welcome/>