

Beneficiary Behavior Modelling for Program Impact Measurement

Impact Evaluations of programs, while driven largely by quantitative measurable metrics derived from the Theory of Change/Logical Framework analysis models, also require behaviour change measurement of key aspects of program impact outcomes.

Beneficiary behaviour modelling involves understanding the choices and decisions of the target group of a program and allows for pinpointing the behaviours that the program intends to influence and work on minimizing the identified barriers.

This is an important element in impact measurement which is often overlooked and allows organisations to go beyond awareness changes and use data as a basis to drive actionable behavioural change.

At Social Lens Consulting, the design of a Behavior Change Model/Framework for program impact involves:

1. **Behaviour mapping** to understand the attitudes, beliefs, traits, and emotions that drive behaviours.
2. Developing a **decision-making model** to ascertain the psychographic, demographic, and program-specific behaviours that contribute towards explaining the behavioural journey.
3. Using decision-making models to identify **barriers and motivators** to promote adoption of the desired behaviour.
4. Ongoing periodic insight generation to assess **the impact of behavioural change** leading to enhanced program delivery.

Overall, we believe that beneficiaries should be placed at the centre of impact measurement and therein program solutions. This means working with individuals, rather than against them. Beneficiary behavioural modelling can inform ways to improve program design to support long term sustainable change and help define the true impact of the program. Using this framework as part of our impact evaluation studies allows us to recommend the way forward for the communities served, design post project exits as well as course corrections, and augment program design to fulfil long term project funding.

Social Lens Pvt. Ltd. is a for-purpose consulting firm working in the development sector to empower changemakers and drive impact. Our impact design practice focuses on the measurement of program sustainability using behaviour change frameworks and is aligned to SDGs fulfilment.