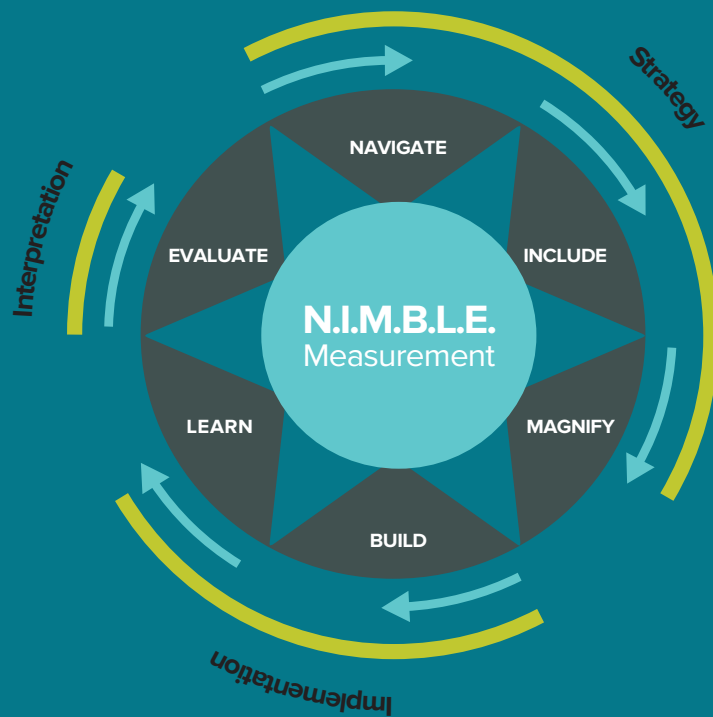# Knowledge
ADVISORY GROUP

Every organization has different evaluation needs and requirements, dependent upon its stage of development and priorities. To best assist clients, Knowledge Advisory Group has created a flexible approach to measurement; one that we have coined NIMBLE.

NIMBLE (**Navigate, Include, Magnify, Build, Learn,** and **Evaluate**) represents our ability to support each organization, regardless of how far along they are in their data journey. These actions exemplify key opportunities for planning, implementing, and using data for program evaluation. We depict this model as cyclical because evaluation is rarely a standalone task; it is an ongoing responsibility for any organization or company that seeks a more robust data-informed approach to decision-making.

STRATEGY
N (Navigate) – A method to set the course for measurement resources, participants, and actions, as well as milestones driven by organizational goals and strategies.

I (Include) – Conscious, active, and intentional decision-making to identify who is involved in the measurement process and who is not, ensuring that key staff, stakeholders, and partners have a voice.

M (Magnify) – The act of clarifying measurement priorities early on and ensuring communication throughout the process to continually focus on what is most important.

IMPLEMENTATION
B (Build) – The actual construction of the framework and tools necessary to develop quantitative and qualitative measures that are meaningful for your organization.

L (Learn) – The cultivation of findings and growth that occurs through data collection and analysis.

INTERPRETATION
E (Evaluate) – An integrated, data-informed way to guide decisions, develop future plans, and set policies based upon the results and learnings from each step in the NIMBLE process.

This framework is key to the success that we help our clients achieve. In our projects and partnerships, we conduct research for practical purposes, using a critical blend of data and human experience to determine what comes next. These insights lead to actionable recommendations for change that inform the next planning cycle, contributing to a culture of continuous improvement.