



Evaluating Strategy: New Directions for Evaluation: Winter 2010

By EV (Evaluation Practice), Patricia A. Patrizi, Michael Quinn Patton

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Evaluating Strategy: New Directions for Evaluation: Winter 2010, EV (Evaluation Practice), Patricia A. Patrizi, Michael Quinn Patton, Strategy has emerged as a watchword of modern change efforts. Calls to be strategic are sounded in the private sector, government, philanthropy, and the not-for-profit sectors. Management experts stress the importance of strategic thinking. Change agents are urged to act strategically. Strategic planning has long been a mainstay of organizational development. Leaders in all sectors talk not about theories of change or logic models, but about being strategic: Strategic thinking. Strategic planning. Strategic results. Being strategic. Strategy execution. Effective strategies. Adapting strategically. And, now, evaluating strategy. But strategy is a new unit of analysis for evaluation. Traditionally, evaluation has focused on projects, programs, products, policies, and personnel. What does it mean to treat strategy as the evaluation focus, as the thing evaluated? What is strategy? How does one evaluate strategy? What are the implications of this new direction for evaluation theory, methods, practice, and, ultimately, use? This issue examines these questions and provides examples of strategy-focused evaluations. Evaluating strategy is not about evaluating strategic planning, or even strategic plans. It's about evaluating...



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