databoom

**Powerful insights
to shape the world**

www.databoom.us

We're Databoom and we believe powerful insights can shape the world.

We tackle complex development issues through research insights and creativity.
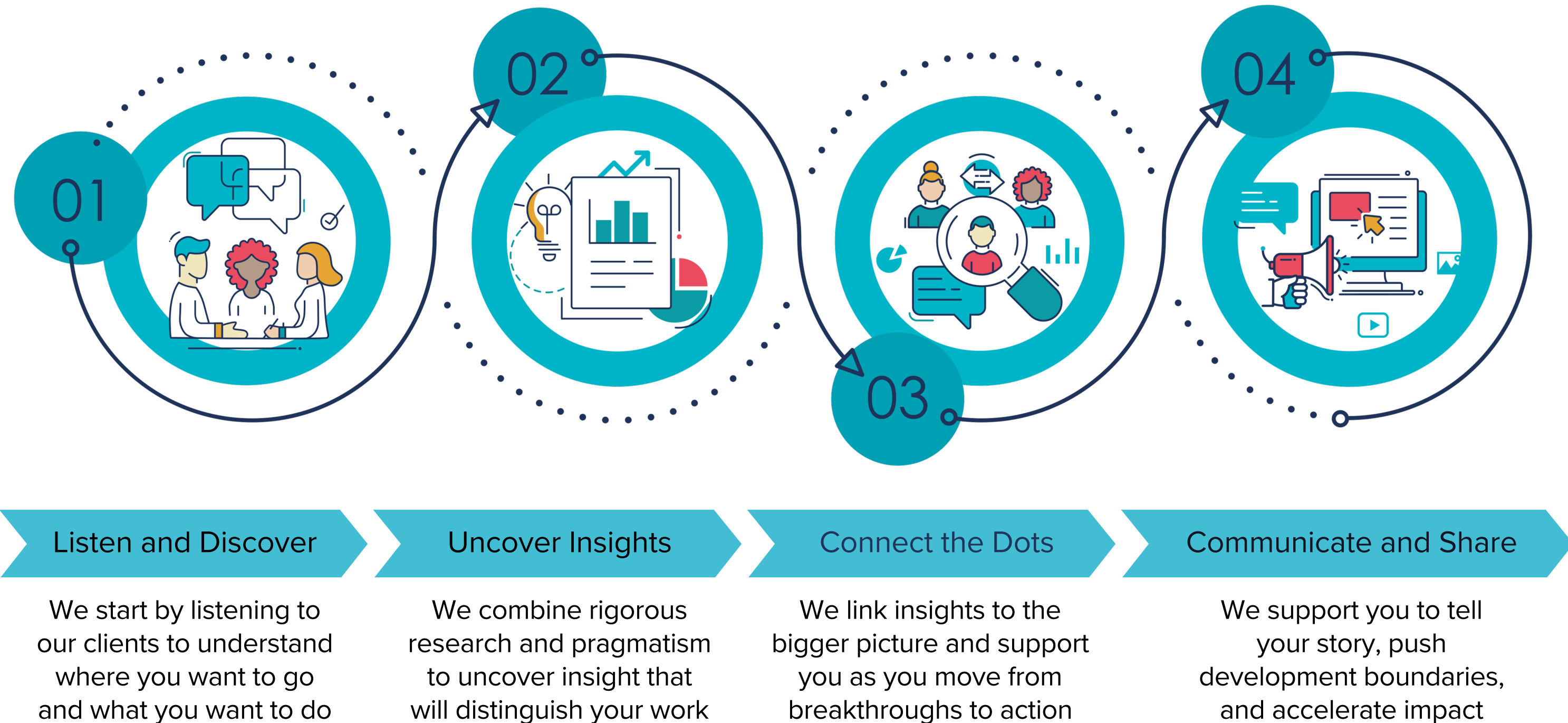
We're a research and communication agency working to help our clients achieve their goals, with sound process and evidence.

We're a group of question designers, story listeners, data crunchers, fact believers, problem solvers, and trend spotters on a mission to get to the heart of why.

Our process is our secret sauce

We combine experience, research, and creative thinking to guide our clients through a journey of discovery that delivers value at every step of the way.

01

02

03

04

Listen and Discover	Uncover Insights	Connect the Dots	Communicate and Share
We start by listening to our clients to understand where you want to go and what you want to do	We combine rigorous research and pragmatism to uncover insight that will distinguish your work	We link insights to the bigger picture and support you as you move from breakthroughs to action	We support you to tell your story, push development boundaries, and accelerate impact

Strategic Storytelling & Data Communications

Bring your data to life with story, visuals, and strategy.

▶ Create stakeholder-ready reports, learning briefs, and narrative decks

▶ Translate insights into visuals that drive buy-in and alignment

▶ Package what's working, so others can adopt, fund, and act

Bring it to life with...

| SUMMARY REPORTS | DASHBOARDS |
| NARRATIVE DECKS | LEARNING BRIEFS |

MEL Tools & Insight Design

Build frameworks and tools that fit your team and goals.

▶ Prioritize learning and utility over measurement for measurement's sake

▶ Co-create logic models, outcome maps, and lean MEL plans

▶ Develop usable tools for gathering insights, not just compliance

Bring it to life with...

| MEL PLANS | LOGIC MODELS |
| OUTCOME MAPS | SURVEY TOOLS |

Capacity Building & Internal Alignment

Help your team speak a shared language about impact.

▶ Facilitate strategy alignment across staff and partners

▶ Deliver training and templates that boost internal confidence

▶ Support teams to reflect, learn, and act on what they see

Bring it to life with...

| TEAM TRAININGS | FACILITATION |
| CHANGE MANAGEMENT | ACTIONABLE TOOLKITS |

Resourcing & Learning Strategy

Set up the right people, roles, and resources to learn at scale.

▶ Connect measurement to strategy

▶ Build internal systems to support long-term MEL success

▶ Align hiring, partnerships, and funding to your learning goals

Bring it to life with...

| TEAM STRUCTURE | HIRING SUPPORT |
| LEARNING STRATEGIES | PARTNER MAPS |

Our Work

The problem:

The African Society for Laboratory Medicine (ASLM) is dedicated to improving clinical and public health outcomes by advancing professional laboratory practice, science, and networks across Africa. ASLM needed to strengthen its measurement efforts to align with its new strategic plan and ensure that its laboratory and diagnostic service improvements could be effectively tracked and evaluated.

The solution:

To align ASLM's measurement capacity with its new strategic plan, Databoom applied its Upfront Thinking approach, an intentional process that links strategy to measurement from the outset. This included facilitating a co-creation process to develop a clear and outcomes-driven theory of change, translating it into a logic model that mapped activities to results, and building customized tools to guide the development of SMART indicators for logframes. Capacity-building sessions equipped ASLM's team with the skills to apply and adapt these tools, ensuring long-term sustainability of the measurement framework.

Services used

Theory of Change I MEL Plan I Team Trainings I Actionable Toolkit
Change Management

The problem

The MTV Staying Alive Foundation (MTV-SAF) is a social and behavior change charity originally founded by MTV and Viacom (now Paramount+). MTV-SAF uses storytelling to save lives and creates groundbreaking content to improve young people's health. Messages are disseminated via television, radio, social media, and peer education. MTV-SAF needed a system that would bring data together seamlessly, measure reach, and inform routine decision-making.

The solution

Databoom partnered with Visualst (data visualization partner) and MTV-SAF to create a user-friendly data management system with automated dashboards. We started by generating digitized data where needed and captured it in the foundation's reporting system. We then synthesized data from different sources and migrated it to MTV-SAF's server for automated analyses. The home page allows decision-makers to see performance across countries and compare campaign reach. Results can be disaggregated by time, project, audience, and campaign theme. Timely analytics allow MTV-SAF to monitor performance and pivot programming as needed. Now MTV-SAF thinks differently about reach and how audiences consume campaigns.

Services used

Dashboards | Team Trainings | Actionable Toolkits | Change Management

The problem

Since its founding in 1938, ChildFund has worked to improve the quality of life of vulnerable children in deprived and excluded communities around the world. As part of its new strategic plan, ChildFund aims to quadruple the organization's annual reach from 25 million to 100 million ("100M") children and families by broadening its donor base and scaling up direct program implementation, partnerships, advocacy, and communications. ChildFund needed a robust, feasible, and compelling way to measure its road to 100M.

The solution

Databoom worked with ChildFund leadership to create a measurement framework aligned with the organization's new strategy. Together, we developed a measurement approach, identified gaps in measurement, and recommended how to strengthen the organization's monitoring and evaluation (M&E) systems to capture reach and impact. With the measurement framework complete, ChildFund realized how much it would need to broaden its work beyond direct program implementation to meet its strategic goals. Databoom then worked with ChildFund to develop and pilot a set of methods that would capture the contribution of ChildFund's advocacy efforts to reach the organization's 100M target. Finally, we supported ChildFund to capture its measurement framework and new methods in a manual to support implementation across countries.

Services used

Theory of Change I MEL Plan I Logic Model I Survey Tools I Team Trainings Actionable Toolkit I Hiring Support I Change Management

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Boiling Down a Foundation's Safe Water Strategy

Communication tools and plans to help the Conrad N. Hilton Foundation capture and share its grantmaking approach

Tirumar Menber at her community water point in Dera District, Ethiopia.

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The problem

The Hilton Foundation wanted to capture its Safe Water Initiative's grantmaking approach and set up a process by which learning could be shared over time and incorporated into a larger communications and advocacy strategy. "A lot has happened in the last two years," explained the program's director. "Peer donors want to understand our story and get involved. They could leverage our efforts to maximize success."

The solution

The Conrad N. Hilton Foundation hired Databoom to capture its Safe Water Initiative's grantmaking approach and set up a process by which learning could be shared over time and incorporated into a larger communications and advocacy strategy. Databoom used design thinking to focus on the information that peer donors would value most. We combined rigorous qualitative and quantitative analysis with thoughtful design to produce three country profiles that are evidence-based, accurate, and honest. We also introduced a planning tool to maximize stakeholder engagement.

Services used

Theory of Change | Outcome Maps | Data Analysis | Summary Reports | Communications & Advocacy Strategy | Photography Policy

CONRAD N. HILTON FOUNDATION

Responsive tools and dashboards for routine decision-making

Engaging views that bring results to life and make data more accessible to users for decision-making.

Optimizing Dashboards for Decision-Makers **tiko**
Addressing data integrity and improving the user experience

Tactical Communications

Engaging visuals, reports, and presentations that bring data to life and make important information accessible to internal and external audiences.
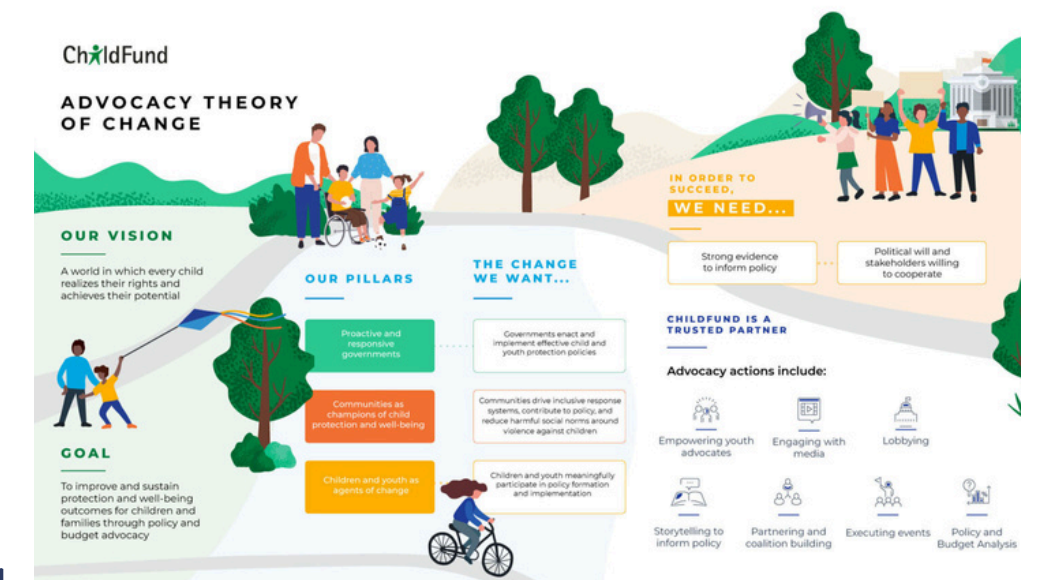

Capacity Building and Change Management

In-person and online trainings to link measurement to strategy, co-create solutions, and build capacity for evidence informed decision-making.

LINKING STRATEGY TO MEASUREMENT

LOGIC MODELS FOR MODERN CONTRACEPTIVE USE

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Measurement for successful programming and advocacy

Accessible resources, like measurement frameworks and survey development tools to support clients to evaluate their efforts.
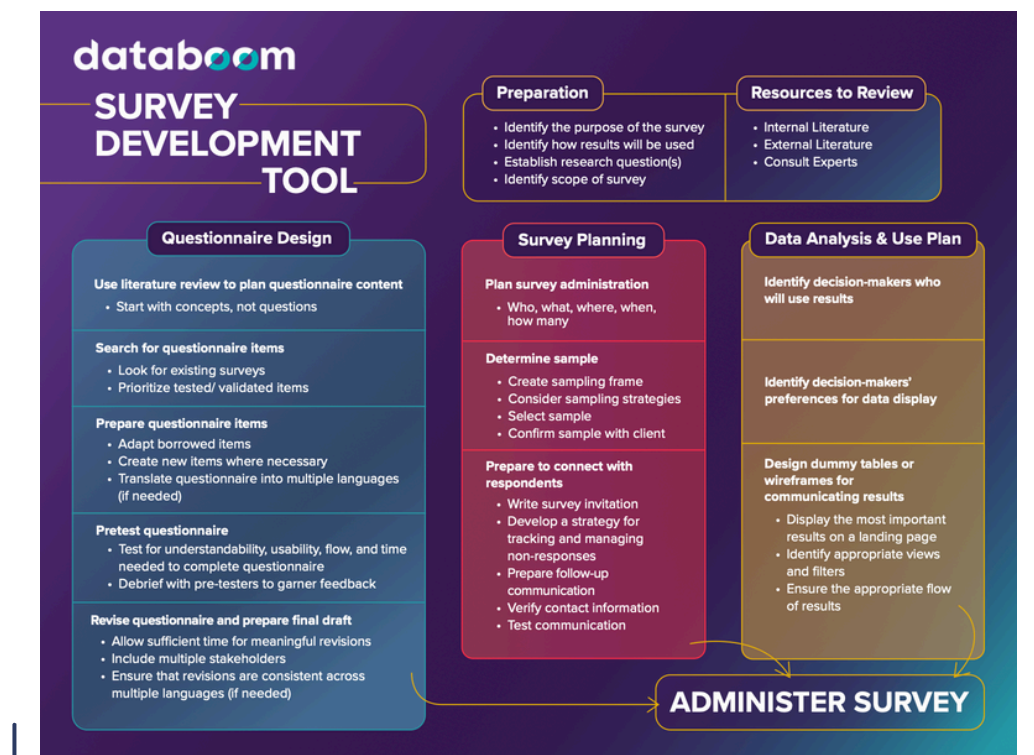
Upfront Thinking

Everything starts with strategy. Our Upfront Thinking process starts by asking three key questions:

1 What's the problem you're trying to solve?

2 What's your role in the solution?

3 How will you know when you're making progress?

1

THEORY OF CHANGE

Identify the big problem and potential solutions to solve it

A ToC shows how a desired change is expected, with all of the possible pathways leading to change, and why you think they lead to change. When planning an intervention, theory can guide decisions about design and set up hypotheses to test over time.

For more information on Upfront Thinking visit:

https://databoom.us/upfront-thinking/

2

LOGIC MODEL

Identify your role in the solution and what you'll do

A Logic Model zooms in on the specific pathway that your program will tackle. A logic model portrays a neat, orderly structure for a particular pathway of change, which makes it easier to monitor program implementation.
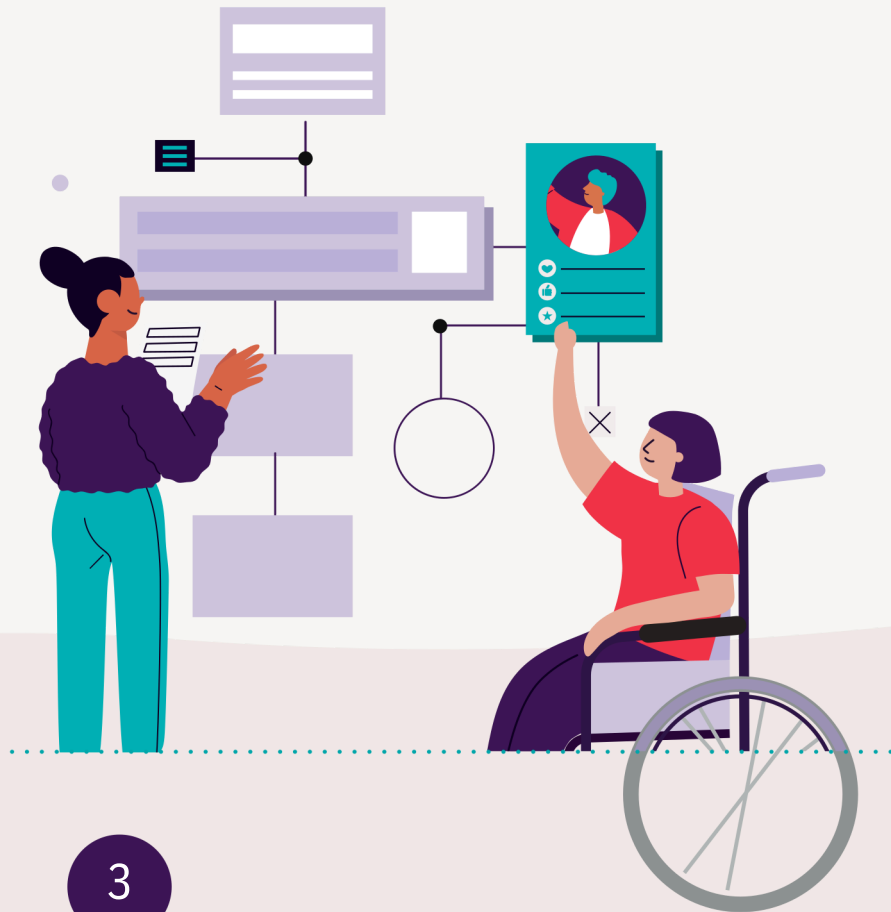
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LOGFRAME

Identify what you'll measure with the resources you have and how you'll monitor and evaluate success.

A Results Framework provides an overview of a project's goal, activities, anticipated results, and assumptions. It specifies the components of a project and its activities and how they relate to one another. It also identifies the measures by which the project's anticipated results will be monitored.

Thrive Fellowship

We believe that women from under-represented groups have power, and this power can be leveraged and grown.

To improve global health systems and practices, it will take a network of diverse and emerging women leaders who can change the world. They'll need stronger connections, genuine mentorship, coaching, hard skills, and applied experience.

We've created **The Thrive Fellowship** to support emerging leaders with a strong professional foundation, so they can shape the global health sector.

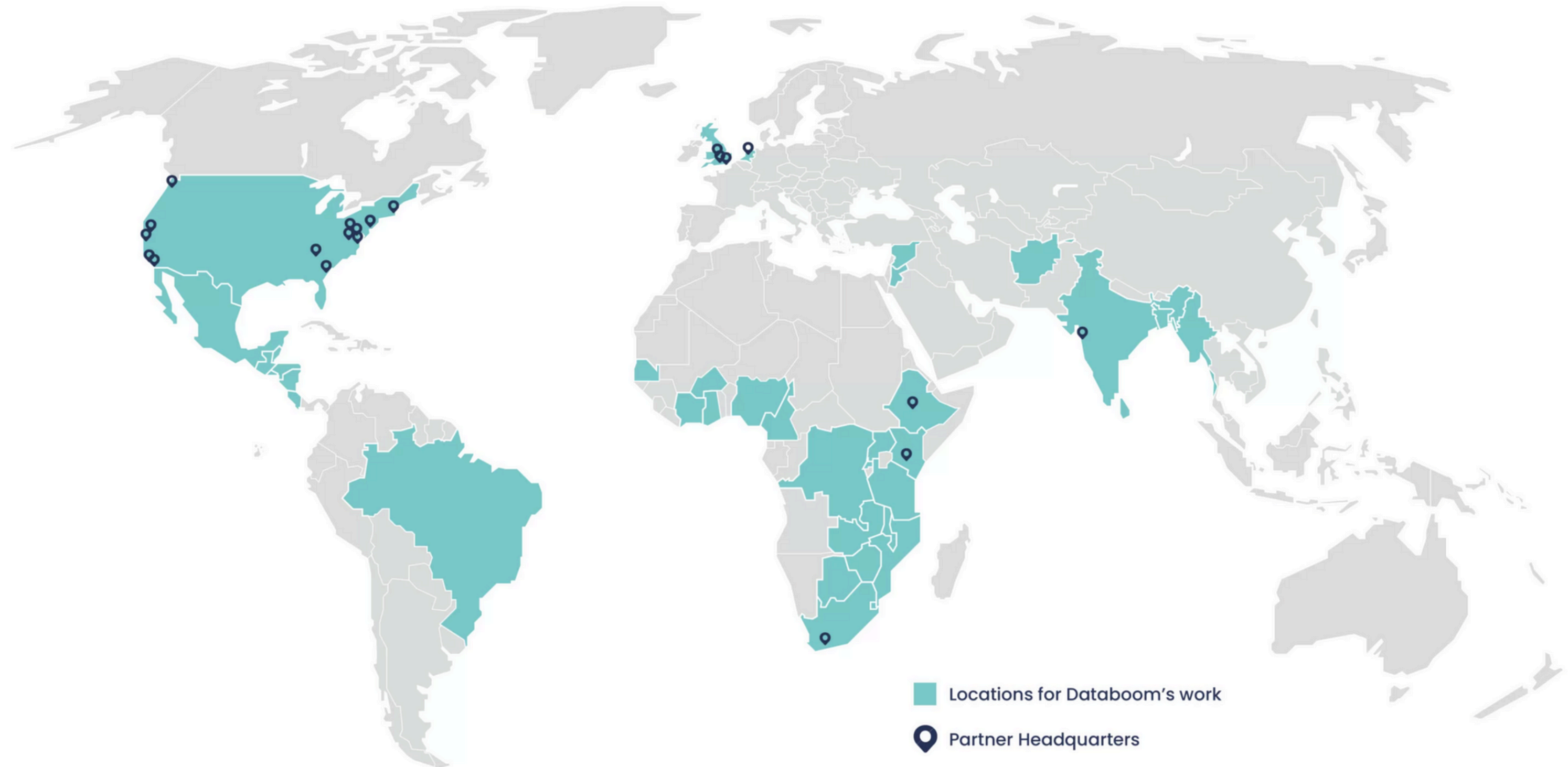**Learn more at:** www.thrivefellowship.us
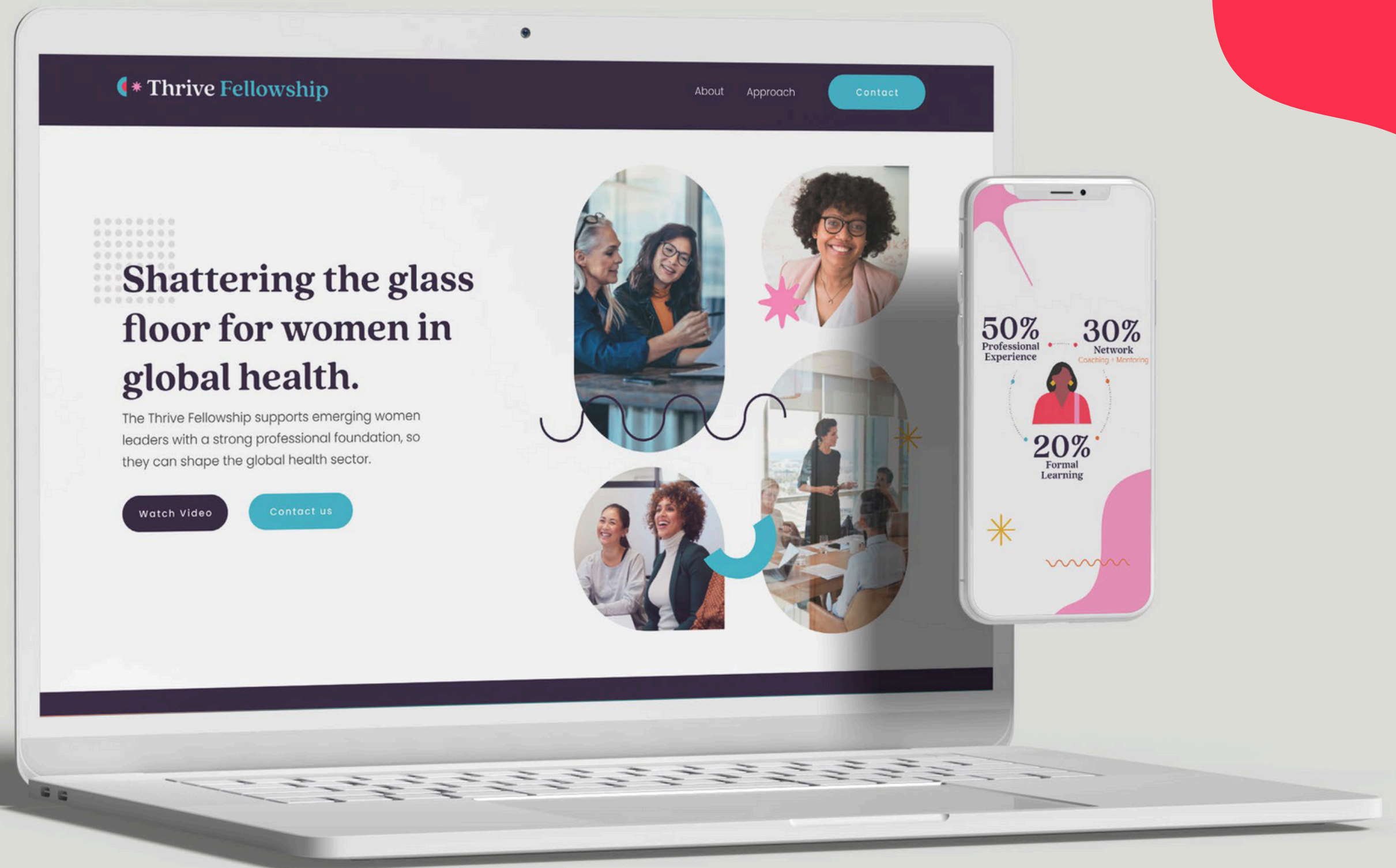
We keep good company

A growing global network of delivery partners

We work with carefully-chosen partner organizations who share our passion for creating powerful insights to shape the world. Fundamentally, we believe that investing in local communities, leaders,entrepreneurs, nonprofits and governments is the best way to create long-term impact in the countries we work. We're grateful to our wide network of dedicated global partners that make our work possible.

Locations for Databoom's work

Partner Headquarters

What they say about us

"Databoom had a clear understanding of our work and the social impact field. That helped me trust them to lead us through conversations about our strategy and measurement."

common impact *Common Impact programs team member*

Our experience with Databoom was one of the most professional assignments and consultancies that we've ever had. The team really brought their knowledge and expertise, and developed an internal passion for the work that we are doing. It has been amazing to see the deliverables come together.

ASLM AFRICAN SOCIETY FOR LABORATORY MEDICINE *Joshua Mwangi, Chief Operating Officer at ASLM*

Working with Databoom is invaluable. The collaboration ignites my enthusiasm, and I'm always left feeling satisfied.

ChildFund *Saranga Jayarathne, Country Office Advisor for Advocacy at ChildFund International*

Databoom can easily switch between thought leadership and practical advice for clients on how to use evidence for decision-making. They push us to approach problems from new angles and fresh perspectives, while adhering to best practices in the field.

Mann Global Health *Nora Miller, Director of Operations at Mann Global Health*

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