

# Demystifying measurement and evaluation

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Abstrak

Contents :

- Why do you need to measure and evaluate?
- Step 1: Determine business-driven objectives
- Step 2: Devise practical ways to collect data
- Step 3: Plan for measurement and evaluation
- Step 4: Analyze data quickly DATA QUICKLY
- Step 5: Accurately present data
- References & resources
- Job aid: Test construction checklists