

Program Development and Evaluation

Strengthen leadership capability.
Build resilient organisations.
Deliver sustainable social impact.



maximus academy
أكاديمية ماكسيموس

Strong programs begin with strong design

Nonprofit organisations operate in complex environments where programs must respond to real community needs while delivering measurable outcomes.

However, many programs are created without structured planning or evaluation frameworks. This makes it difficult to measure effectiveness, improve implementation, or demonstrate impact.

The **Program Development and Evaluation** course focuses on building and developing effective programs in the nonprofit sector by analysing community needs, designing logical frameworks for planning, and applying monitoring and evaluation tools to measure implementation quality and the achievement of desired impact.

Participants learn how to design programs based on clear objectives, structured planning approaches, and evidence-based evaluation methods.

Why Program Development and Evaluation Matters

Without structured program development and evaluation approaches, organisations often experience:

- Programs that lack clear objectives or measurable outcomes
- Difficulty identifying and prioritising community needs
- Limited monitoring of program performance
- Challenges demonstrating the impact of nonprofit initiatives

This course helps nonprofit professionals develop the knowledge and tools required to design programs that deliver **measurable results and sustainable impact**.

Programme Overview

The course enables participants to develop programs based on scientific foundations that meet community needs and use evaluation tools to measure outputs and impact for continuous improvement and quality assurance.

Participants explore how to:

- Identify and analyse community needs
- Develop logical frameworks for program planning
- Define clear objectives and expected outcomes
- Monitor program implementation
- Evaluate program results and social impact

The result:

- Stronger program design.
- Improved implementation quality.
- Greater social impact..

What this programme prepares you to do

This course equips professionals with the practical frameworks needed to design and manage nonprofit programs effectively.

Participants develop the capability to translate community needs into well-structured programs that deliver measurable and sustainable outcomes.

What the Course Covers

- Identifying and analysing community needs
- Developing logical frameworks and program planning models
- Monitoring and evaluating program implementation outcomes
- Quality improvement and impact evaluation in nonprofit program management

Flexible Delivery

- As standalone professional training
- As part of full nonprofit program management training pathways
- Online or Face to Face

Programme Details

Training Days

2 Days

Learning Hours

10 Hours

Level

Professional

Delivery Format

Instructor-led training

Maximus Academy

Maximus Academy provides professional training designed to strengthen the skills of organisations working across nonprofit and social impact sectors.

Our programmes help organisations design stronger initiatives, measure outcomes, and improve impact for the communities they serve.

Delivered by subject-matter experts with real **nonprofit and program management experience**

Delivered by **Subject Matter Experts**

COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

Turning capability into national outcomes.



ASSESS

Understand the real operating world



DESIGN

Build training that fits the sector



DELIVER

Teach through Saudi SMEs and practitioners



SUSTAIN

Embed the change inside organisations

What this Ensures

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for the course through the QR code

maximus academy
أكاديمية ماكسيموس

Training that fits your world

info@maximusacademy.com | +966 9200 31313 | maximusacademy.com