

Guidance notes working with Employers to complete Impact evaluation proforma WBEF (Semi-Structured Interview route with Employing Organisation)

Please ensure that you identify an appropriate area to work with. (See Process Map)
Explain that the process will take about an hour or so to complete depending on the
progress the employer has made prior to the visit.

Ensure that the proforma and guidance notes are sent out together. You will need to be
familiar with the tool and so please familiarize yourself with it. You might want to add
some national priorities that you are aware of prior to sending the proforma out. You can
discuss this when you speak to the potential service area.

Pre-empt any areas you think practice might struggle with and think of some useful
prompts, additional statements, evidence from elsewhere. You may want to speak to
colleagues about this prior to your visit.

Check about a week before you are due to go to ensure that it is still convenient and
check on progress to date with regards to filling out the proforma.

Decide on how you will record the interview you may wish to record it and fill out the
proforma at a later date.

Help managers expand on their answers if necessary by probing, asking for evidence
wherever appropriate. Try and make them think whether the introduction of the role is
the direct cause of any effect. Keep trying to back up the evidence so that we can
confidently report on the data and use facts wherever necessary.

Inform the employer of what will happen and rough time scales.