

Dr. Catherine Oleksiw of Measured Transitions to be Featured on Close-Up Talk Radio

PLANO, TEXAS, USA, July 18, 2014 /EINPresswire.com/ -- We live in an age of unprecedented reliance on data, but data is not necessarily useful or meaningful. To convert data into information requires a thoughtful look at why we are gathering data in the first place and what we hope to find.

Dr. Catherine Oleksiw is the founder and president of Measured Transitions, a consulting and coaching practice specializing in providing services to non-profit organizations, businesses, universities and foundations in the measurement and [evaluation](#) of their performance. By using a blended model that combines elements of training, coaching and consulting, Dr. Oleksiw supports organizations in building their capacity to track change and improve program and services.

“Don’t be intimidated by evaluation,” says Dr. Oleksiw. “I inspire organizations to recognize that they have everything they need to begin to do evaluations. I help them get over their fear of the complexity of evaluation. I encourage them to start where they are and not be intimidated. I create a safe space for creating a way to tell their story. That’s why people continue to work with me.”

In fact, the first question Dr. Oleksiw will

ask is “What is your story?” If you don’t have a story, what would your story be one year after a program is in place if you met your goals? Dr. Oleksiw empowers organizations to think differently. And she’s not doing it for them; she’s doing it with them. Step by step, Dr. Oleksiw works with her clients in developing a way to measure their successes.



Measured Transitions



“That’s why it’s called Measured Transitions,” says Dr. Oleksiw. “I very much believe in the power of sharing knowledge and tools so my clients can eventually do this for themselves. In

this sense, my clients learn how to best tell their story and to develop their own organizational capacity at the same time.”

Besides capacity building, Measured Transitions focuses on aligning the evaluation of program goals with their organizational goals. Dr. Oleksiw works principally with executive directors on how to make a better connection between these goals.

“The strategic goals for the organization must be connected with the strategic goals of the programs. If these goals are aligned, the evaluation can be fine-tuned to provide meaningful data that translates into useful information on what your organization does.”

“I love working with emerging organizations or business that have just started new programs,” says Dr. Oleksiw. “What do you want to tell your investors? Your board of directors? The media? What do you want your clients saying about you?”

Close-Up Talk Radio will feature Dr. Catherine Oleksiw in a two-part interview with Doug Llewelyn on July 22nd at 3pm and with Jim Masters on July 29th at 3pm EST.

Listen to the show <http://www.blogtalkradio.com/closeuptalkradio>. If you have a question for our guest, call (347) 996-3389.

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