



Aisla Cook

Director. Matter of Focus. United Kingdom

Aisla is a leader in the field of outcomes. Through her research and work with policy and practice, Aisla has made a significant contribution to shifting the focus of public services in Scotland towards the outcomes that are important to citizens and communities. She has done this through:

- Research into the outcomes important to people who use services; the practice of outcome measurement and recording and the use of outcomes focused approaches across public services.
- Leading pioneering improvement programmes bringing organisations together to develop and improve practice in focusing on outcomes at programme, personal and population levels. Working with policy makers to ensure a focus on outcomes is supported by policy.
- Leading training and capacity building to understand and use evidence for outcomes.
- Evaluating innovative outcomes focused services and programmes using theory-based approaches to evaluation, particularly contribution analysis.

Aisla is a co-originator of the Talking Points Personal Outcomes Approach, now used across thousands of organisations in Scotland and beyond.

