

OUR MISSION

“To equip economic decision-makers in...emerging countries with the tools of commercial success.”

—William Davidson

Established at the University of Michigan in 1992, the **William Davidson Institute** is an independent, non-profit research and educational organization. Serving both profit-seeking and non-profit firms, WDI is guided by our founding principle that thriving businesses drive economic development and improve social welfare in low- and middle-income countries (LMICs).

ABOUT PMI

WDI's **Performance Measurement and Improvement (PMI)** team harnesses proven research designs and data collection tools to understand, monitor and improve the socio-economic and environmental performance of organizations. We collaborate with and train leaders at businesses and non-profit organizations to design and implement solutions in the areas of impact measurement and management, as well as continuous improvement.

CONTACT

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PERFORMANCE MEASUREMENT & IMPROVEMENT

CORE COMPETENCIES

- **Measurement & Evaluation:** We are skilled in qualitative and quantitative methods, including developing rigorous context-specific surveys through pre-tests and pilots. We develop theories of change, research questions and designs, and data collection plans. We conduct complex data analysis and provide utilization-focused results.
- **Continuous Improvement:** We apply our experience in continuous improvement, also known as adaptive management, to make data-driven adjustments to programs in real-time. We do this by integrating monitoring, evaluation, research and learning (MERL) into program design.
- **Gender Focus:** We apply gender-focused research and metrics in our programs.
- **Training:** We help organizations build their measurement skills by offering training and guidance to improve surveys and data collection processes. We conduct workshops with leadership and field staff on monitoring and evaluation best practices and the use of data.

OUR IMPACT

WDI's Performance Measurement and Improvement projects include:

[Danone Ecosystem Fund](#)

Conducted a quasi-experimental impact assessment to identify the relationship between financial and social outcomes of a Danone business project.

[Inter-American Development Bank](#)

Helped build monitoring, evaluation and learning tools at three social enterprises in Latin America—enabling them to tackle key business challenges.

[USAID, Gap, Inc., and the Women + Water Alliance](#)

Co-developed a strategic plan to integrate program design and MERL activities with the goal of increasing developmental impact.

[USAID Global Development Lab](#)

Provided guidance on how to strengthen the use of the developmental evaluation approach in the USAID context to improve programming.

WHY PARTNER WITH US?

- **Experience:** Our expertise crosses multiple sectors and geographies around the globe. We use mixed-method approaches to measure complex impacts, from household income to women's empowerment to children's well-being.
- **Collaboration:** We have a successful track record implementing projects with over 30 organizations, co-designing research approaches to suit their specific needs and resources.
- **Nuance and depth:** We go beyond reporting simple tallies to help partners understand the breadth and depth of their impact.