

## Does monitoring involve a process and who bears responsibility?

Monitoring involves a process and there has to be someone accountable and responsible for monitoring these processes.

The 'Evidenced Based Database Driven' philosophy needs to be practiced by all senior officials in organization. If this philosophy is adopted, decisions will become evidence based and strategies will be driven by authentic data.

Responsibility of convincing team members and getting them to follow the set process rests with the senior management. The moment senior officials frame data driven strategies the team will follow the officials. It becomes easier to scale up the reach. Replicating becomes easy; as there are assumptions backing decisions made by the management.

If the data gathered is not used optimally, it will remain in the designed format and we shall continue taking decisions intuitively. Such decisions do work in our respective organizations across diverse areas; however it is not the most effective approach especially when one has to make decisions on processes and strategies.

The culture of using this philosophy will evolve gradually. Gathering data and documenting is essential for every employee of an organization. Documentation and analysis remains an asset for any organization.