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## RANDOMIZED CONTROL TRIAL RESULTS – EXECUTIVE SUMMARY

In August 2019 – November 2020, Researchers Megan Lang, Edward Soule, and Catherine Tinsley conducted a randomized control trial of Resonate's programs. Resonate partnered with CARE Rwanda to deliver two different programs (Storytelling for Leadership and Professional Development) to CARE Rwanda participants, benchmarked against a cash control group.

### Research Question

What are the impacts of Resonate's Storytelling for Leadership and Professional Development workshops on psychosocial and economic outcomes for women in Rwanda?

### Headline Results

Storytelling for leadership has strong impacts on *psychosocial outcomes*, and Professional Development has strong impacts on *goals* and *economic outcomes*.

#### Storytelling for Leadership (SFL)

- Goal: participants shift their mindsets, so they begin to see themselves as leaders.
- Process: identify values, develop stories about times when their actions reflected those values.

#### Professional Development (PD)

- Goal: participants learn tools to help them achieve their goals and advance in their ambitions.

- Process: modules on goal setting, networking to seek out opportunities, and public speaking.

## Study Methodology

This study was conducted with 456 women who have previously participated in Care International Rwanda's programs in Nyaruguru district. Participants were aged 23-75 (median age of 40), and 88% report a primary occupation as working on family farms.

- Experimental Design: *randomly assign* participants to SFL, PD, or Cash (32,000 FRW).
  - SFL: 153 participants
  - PD: 148 participants
  - Cash: 155 participants
- Using Cash: These methods are particularly rigorous and set a benchmark higher than most programs do when undertaking an RCT. Beyond demonstrating the impact of programs benchmarked against a control, the use of cash shows the impact of a comparison to an *alternative* use for workshop funds rather than comparing to *doing nothing*.
- Measure of Impact: Researchers measured impact through the difference in follow-up outcomes between groups, controlling for the baseline level of that outcome for each woman.

## STORYTELLING FOR LEADERSHIP OUTCOMES

Resonate's Storytelling for Leadership program has positive, persistent impacts on a range of psychosocial outcomes:

1. Boosts self-esteem
2. Builds a sense of community
3. Enhances peer leadership, sense of agency

Notably, SFL participants are **67.3% more likely to speak up** (figure 1) than cash control group, on average, and 57.3% more likely to speak up than women in PD. They have a higher score on the MacArthur Scale of Subjective Social Status (SSS) (figure 2) than the

cash or the PD group. When asked about **identifying as a leader**, SFL participants have scores that are **31.4% higher** than cash control group, on average (figure 3).

Figure 1

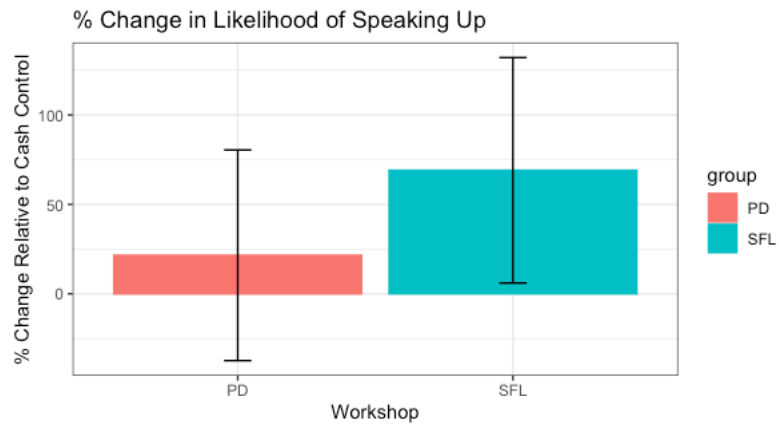


Figure 2

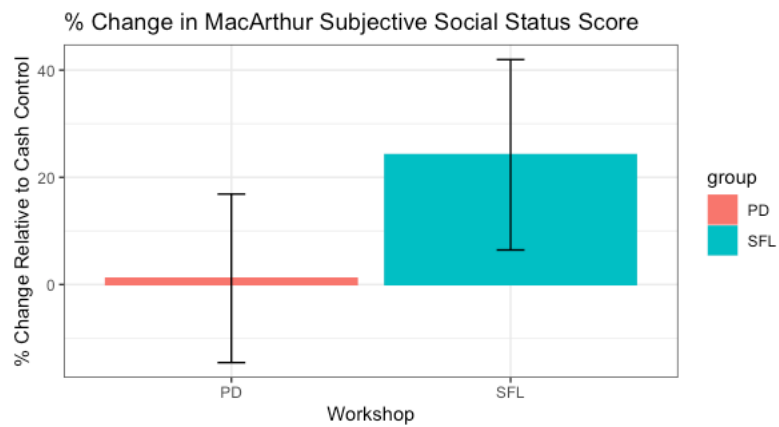


Figure 3



SFL participants also showed smaller, but still statistically significant increases, in self-value, problem-solving, and connectedness to their homes or villages.

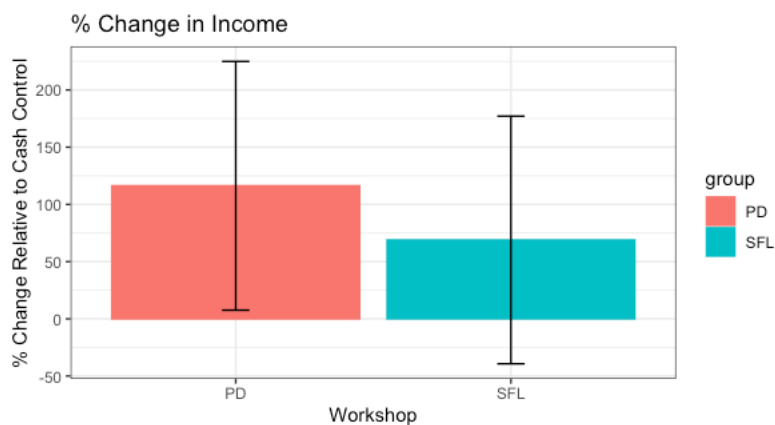
## PROFESSIONAL DEVELOPMENT OUTCOMES

Resonate's Professional Development program has few impacts on psychosocial outcomes but appears to be effective

1. Helping participants achieve their goals
2. Increasing monthly income

Notably, PD participants earn 116% more income (figure 4) than cash control group, on average. They are 31.3% more likely to achieve their goals. These goals may have meaningful, material impacts on economic outcomes, explaining the estimated impacts on income. Women in the PD program are also 12.3% more likely to be participating in income-generating activities than the cash control group, on average.

Figure 4



## Outcomes for Different Age Groups

In addition to looking at outcomes across different Resonate programs, researchers also looked at differential impacts related to age and found the following

- **SFL:** women *under 40* are significantly more likely to achieve their goals than women who are over 40.
- **PD:** women *over 40* are significantly more likely to achieve their goals than women who are under 40.

- **PD:** women *over 40* are earning more income than those under 40, relative to the cash control group, and more likely to be earning any income than women under 40, relative to the cash control group.
  - **Caveat:** Impacts may have been higher for women under 40 if the study had not been conducted during COVID disruptions, where overall opportunity was decreased.

## Conclusion

In a randomized control trial, benchmarked against a cash control, and with a rigorous evaluation to determine significance, **SFL and PD are both effective workshops.**

Moreover, the in-depth analysis of this study allowed us to understand that their impacts accrue in different domains, and potentially for different types of participants.

- SFL has the strongest impacts on psychosocial outcomes and peer leadership. On its own, SFL has no significant impacts on economic outcomes relative to cash control.
  - Impacts may be largest for young women.
- PD has the strongest impacts on achieving goals, and on economic outcomes. On its own, PD has no significant impacts on most psychosocial outcomes relative to cash control.
  - Impacts appear to be driven by older women.

## Next Steps

Based on the impact of these different programs, Resonate will increase delivery of our programs as a hybrid model, particularly for young women who have much to gain from the psychosocial impacts of SFL. Resonate's SFL program, which increases self-esteem and a sense of agency, alongside the PD program, which introduces tools to set and achieve goals, promises to be a highly effective combination.