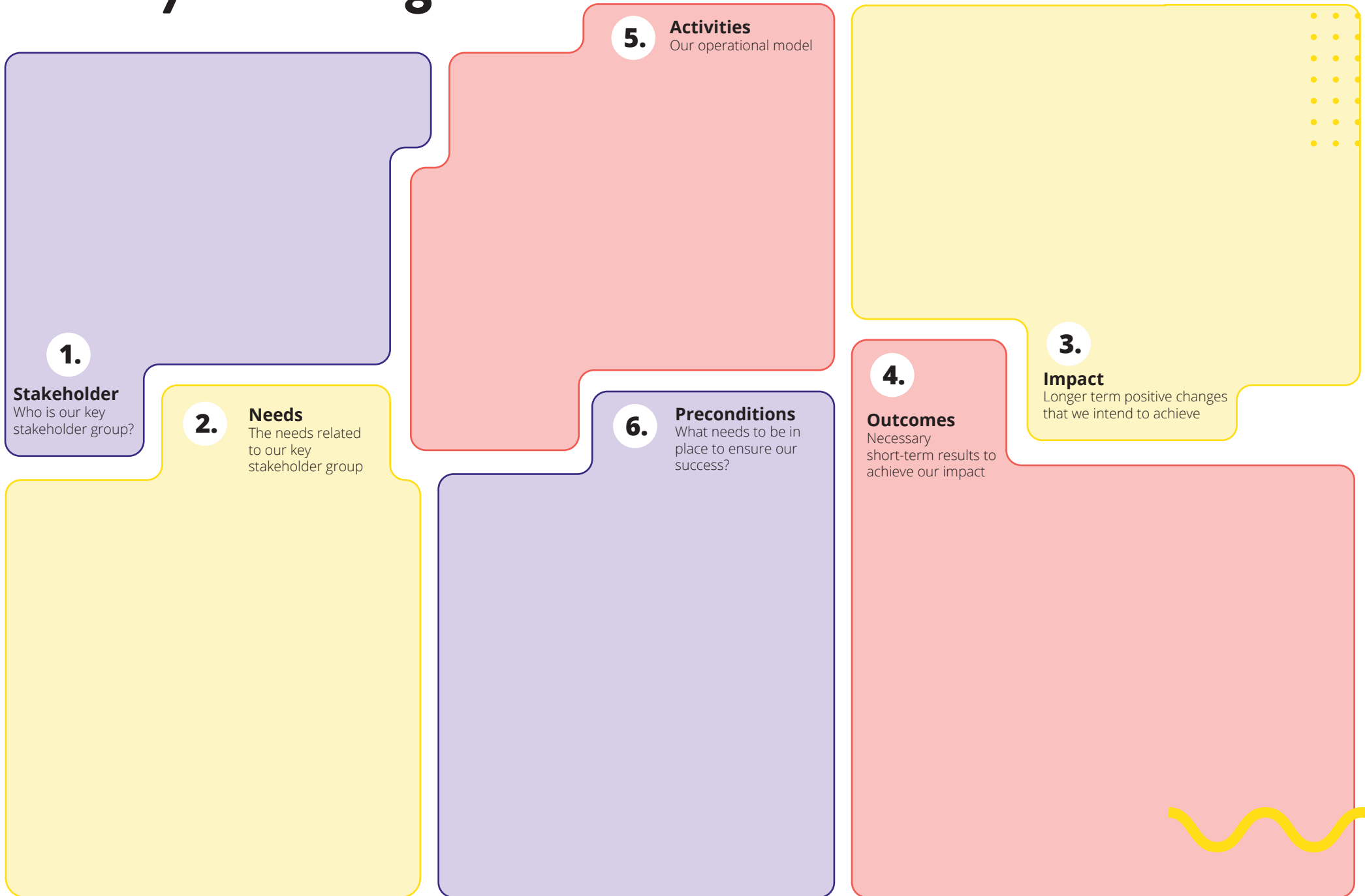


Theory of Change





It makes sense to **WRITE** your theory of change in this order.

Stakeholder group:

Who are we actually trying to help?

Stakeholder needs:

What help do they need?

Long-term change:

What is the ideal end-result that would satisfy those needs?

Outcomes:

What needs to happen to reach that end-result? Who needs to change and how?

Outputs:

What is the best way for us to create that change? What do we want to achieve?

Activities:

What do we need to do, concretely, to reach those achievements?

Preconditions:

What could prevent or stop us from reaching the outcomes by means of our outputs and actions?



But it should be **READ** and **EXECUTED** like this.

Stakeholder needs

are the basis for everything (along with your desire to create a positive impact)!

Preconditions

need to be in place before taking action. Otherwise, your activities will not lead to achieving your impact goal.

Activities

will be executed to achieve outputs.

Outputs

will (hopefully) lead to outcomes.

Outcomes

will (hopefully) lead to long-term changes.

Long-term changes

will (hopefully) be sufficient to satisfy stakeholder needs.

Theory of change

