

Theory of Change (in 10 mins -ish)

DEMYSTIFYING

Simple language, simple metaphors, clear purpose



The Journey



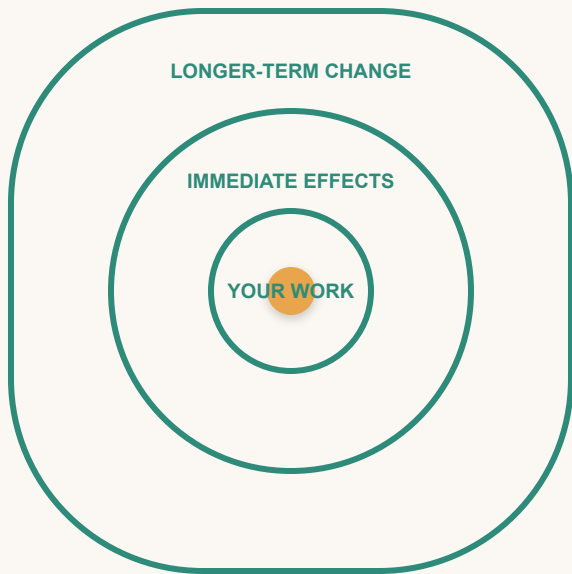
Where are we now?

Where do we want to get to?

What's the path?

How do we know we're getting closer?

The Ripple



- 1 We drop a stone**
The work we do, the activities we deliver
- 2 It creates ripples**
The immediate effects we can see and measure
- 3 Those ripples spread outward**
The longer-term change in the wider world

The Seed



Seed

What are we planting?



Conditions

What does it need?



Growth

What develops?



Fruit

What's the harvest?

Growth takes time and the right conditions, but we can describe what we expect to see

Four Simple Questions

Instead of "inputs, outputs, outcomes, impact" - try these

1

What's the challenge?

The problem you see in the world that motivates your work

2

What would better look like?

The change you want to see
— your vision

3

What can we actually do?

Your activities — the things within your control

4

How would we know it's working?

Signs of progress you can point to