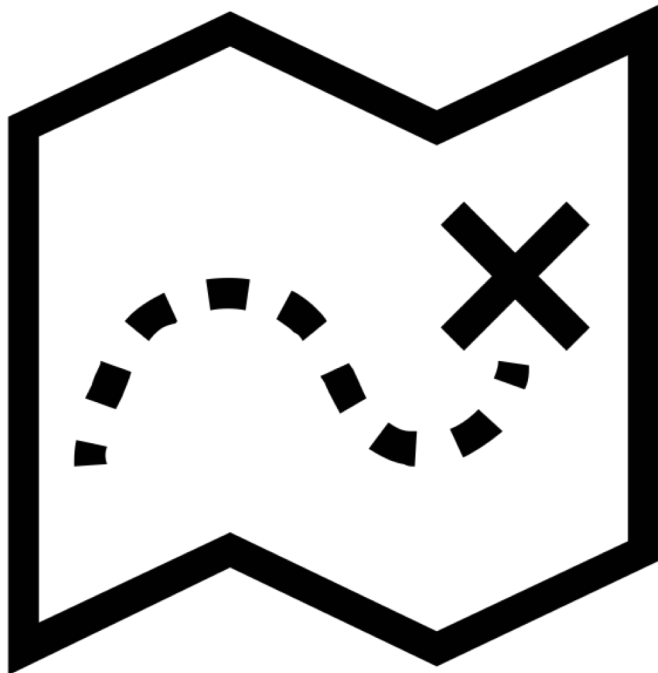# Theory of Change:

Planning Your Next Great Steps

Mapping Your Story

A map of your story can be a **theory of change.**

Mapping Your Story

A theory of change is a type of logic model:

it helps you figure out the implications of a particular choice or action.

3

Why Make a Theory of Change?

Internal Reasons	External Reasons
Spark Conversation	Spark Conversation
Train Staff and Partners	Share Your Vision with Stakeholders
Identify Weak Assumptions	Celebrate Your Success
Discover Metrics	Build Trust and Accountability
Prioritize Time/Resources	

Basic Logic Model Example

ACTIVITY: Read this Document

OUTCOME 1: Learn how to develop a ToC

OUTCOME 2: Feel more confident about planning your work's future

IMPACT: Project planning improves

5
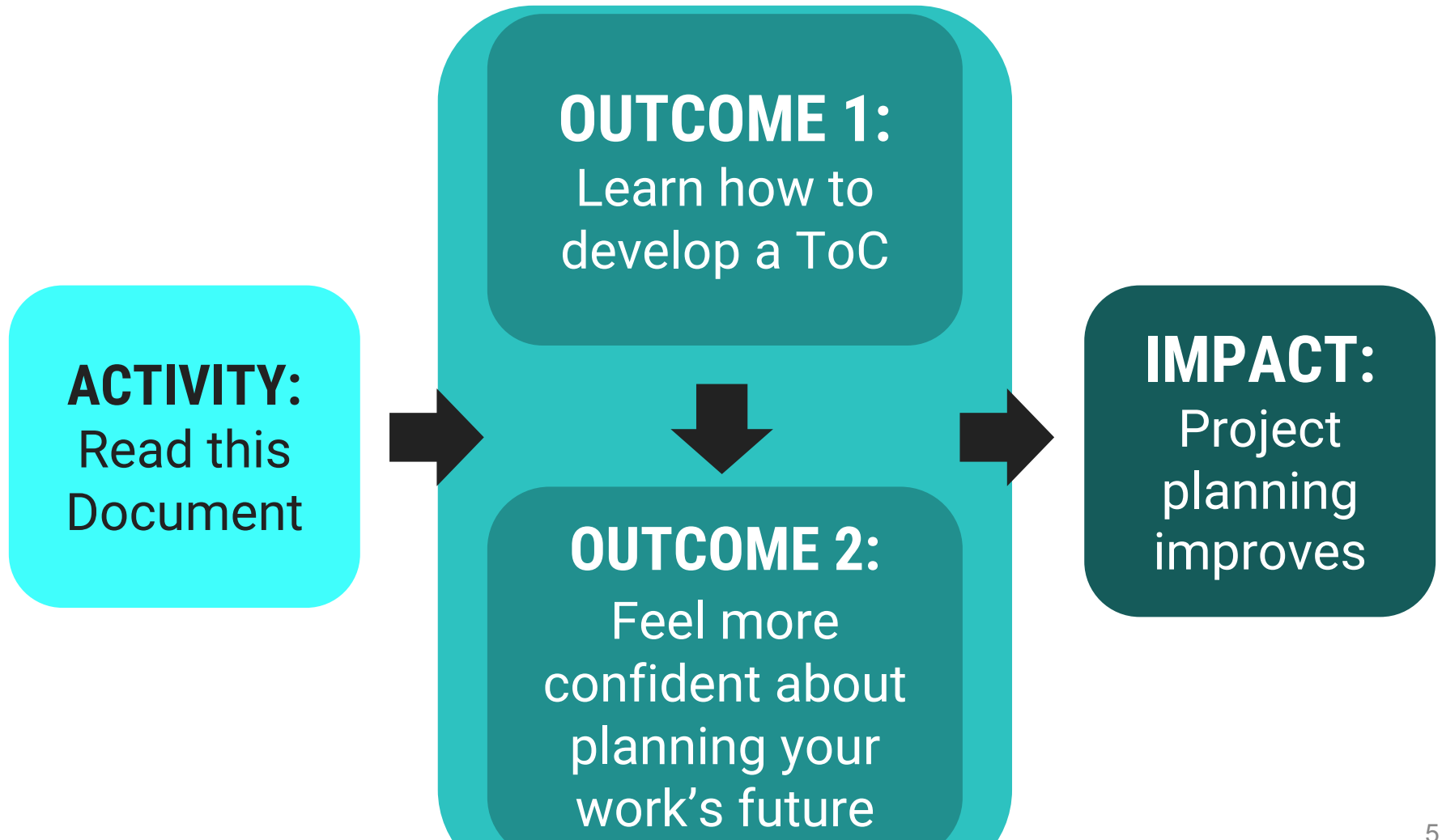
Theory of Change Model

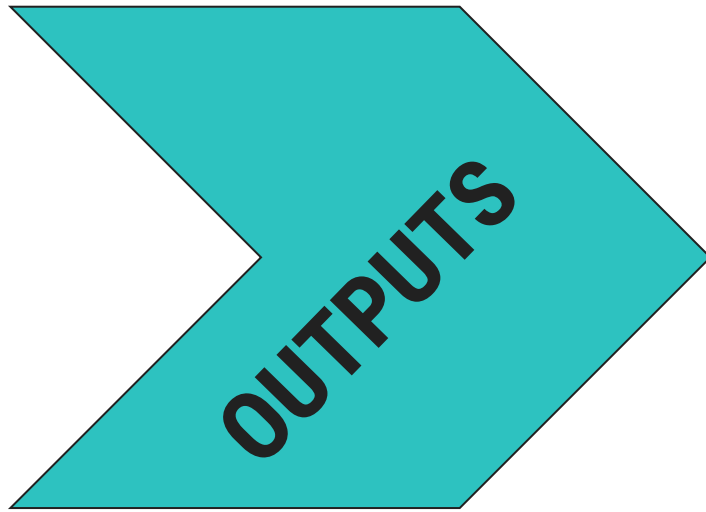ACTIVITIES → OUTPUTS → OUTCOMES → IMPACTS
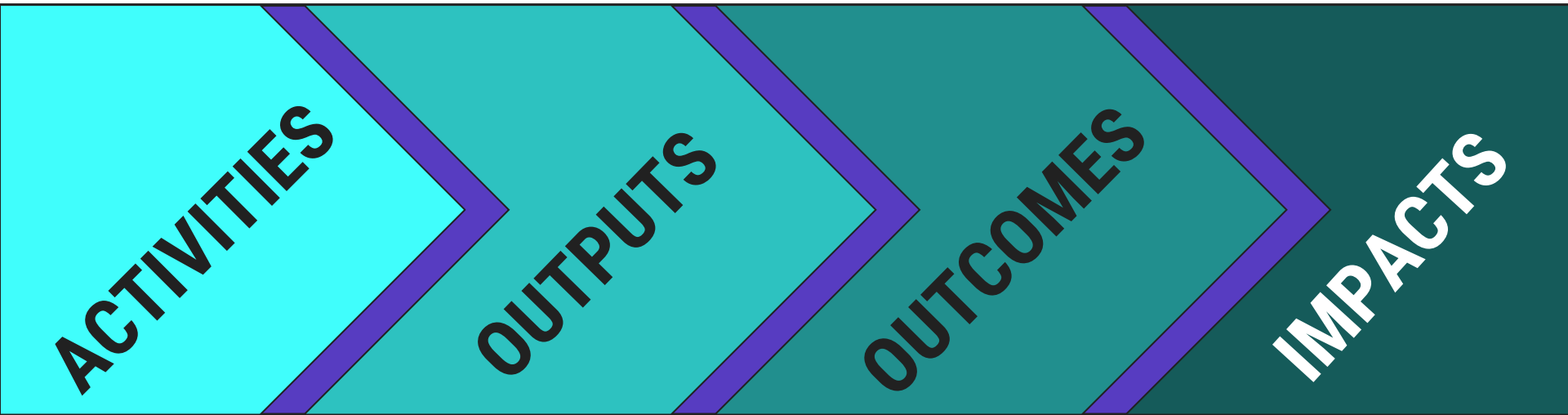
ACTIVITIES

actions, programs, or events

undertaken by org

eg. workshops, events,

productions

Types of **Activities**

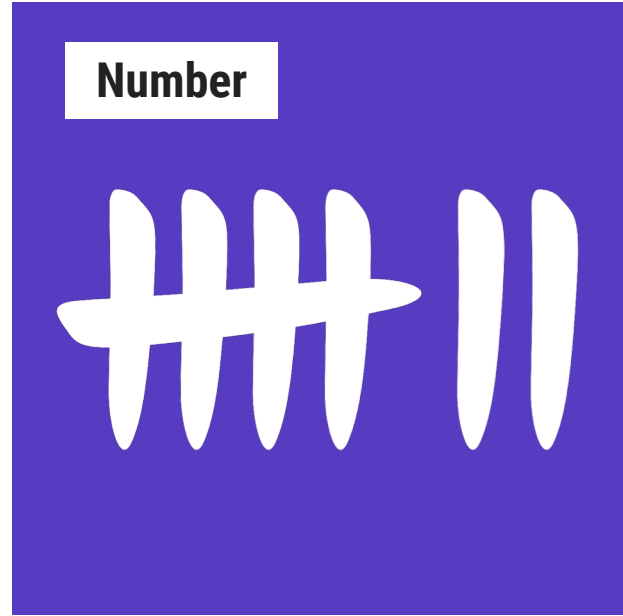|			
Making	Contacting	Performing	Hiring
Learning	Researching	Doing	Constructing
Hosting	Interviewing	Composing	Conducting

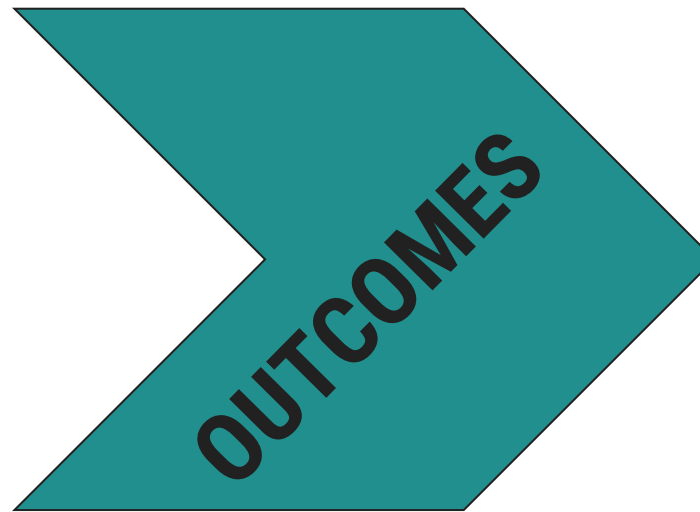# What other activities can you think of?

clear, measurable indications that

activities are happening

e.g. # of workshops,

# of people who attend

Ways To Measure

Length

Number

Percentage

Growth
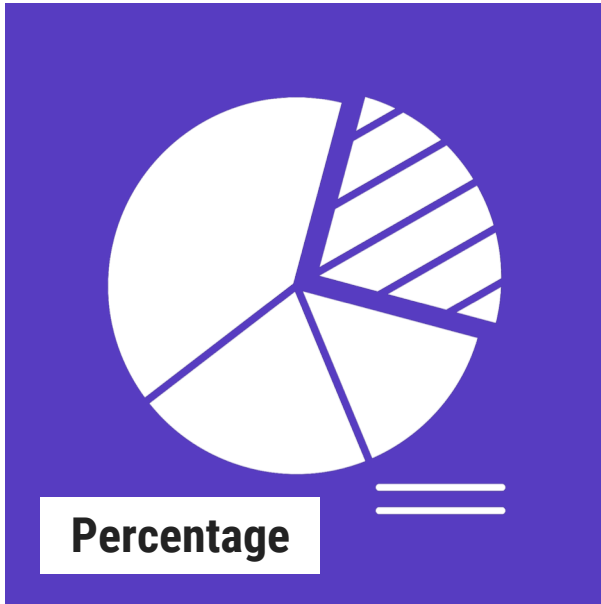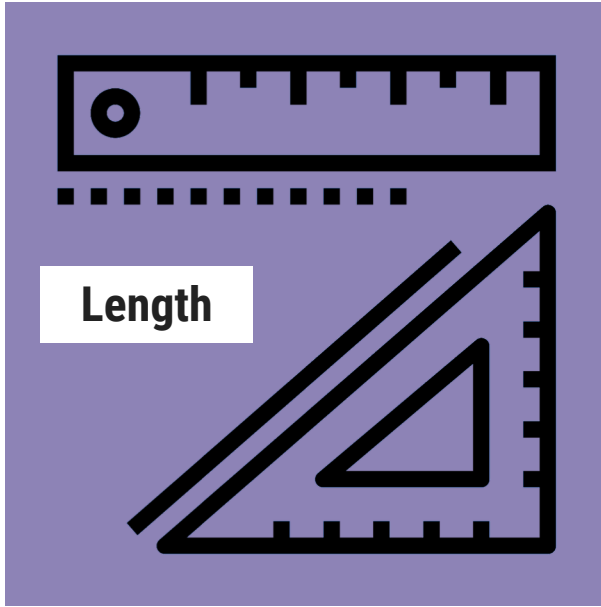
OUTCOMES

results of successful

program implementation

e.g. attitude or behavior change,

skills acquired

ACTIVITY

Building a chrysalis

OUTCOME

A butterfly

highest purpose of

program or organization

i.e. mission

Impact

Defining Your

What would put you out of business?	What would solve the problem you're tackling?
How would the world/your community/your discipline be different?	What makes this issue matter?

What are other ways to define the end goal?

ACTIVITIES

OUTPUTS

OUTCOMES

IMPACTS

Let's build one together.

Read the case study

on the next page.

The Raspberry Bourrée's (A Case Study)

The Raspberry Bourrée's are a small company that has been around for about 4 years. Their independently produced, original ballets set to the music of Prince Rogers Nelson have made them a hit in their local scene, and they are now looking to expand both their audience and organization. Founders (and brothers) Mario and Luigi have different ideas of what their next steps should be: Mario wants to develop an international tour and Luigi wants to build their organizational infrastructure to hire more staff.

Tips to Get Started

- A theory of change can begin at any point.

- Starting at the information you know allows you to make better assumptions and assess different things.

- If you start with your desired IMPACT, you can properly map the steps to get there.

- If you start with ACTIVITIES, you can assess whether or not they are getting you where you want to go.

ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
actions, programs, or events undertaken by org	clear, measurable indications that activities are happening	results of successful program implement-ation	highest purpose of program or org

**Identify the impacts in
the case study.**

There are two of them.

The Raspberry Bourrée's (A Case Study)

The Raspberry Bourrée's are a small company that has been around for about 4 years. Their independently produced, original ballets set to the music of Prince Rogers Nelson have made them a hit in their local scene, and they are now looking to expand both their audience and organization. Founders (and brothers) Mario and Luigi have different ideas of what their next steps should be: Mario wants to **develop an international tour** and Luigi wants to **build their organizational infrastructure** to hire more staff.

We'll work with one.

Have a successful international tour.

ACTIVITIES **OUTPUTS** **OUTCOMES** **IMPACTS**

actions, programs, or events undertaken by org

clear, measurable indications that activities are happening

results of successful program implementation

Have a successful int'l tour.

Consider an action one could take. There are many options. We'll pick one.

Research a list of countries to travel to and what cities Mario would like to tour in.
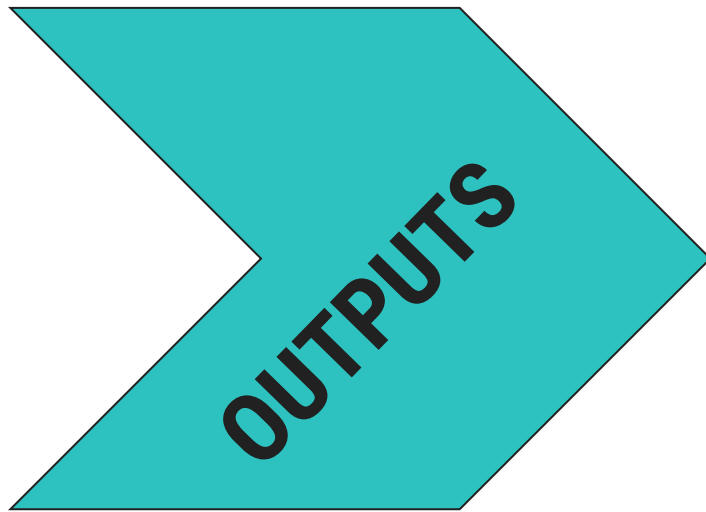
ACTIVITIES

Research countries and venues to tour to.

OUTPUTS

clear, measurable indications that activities are happening

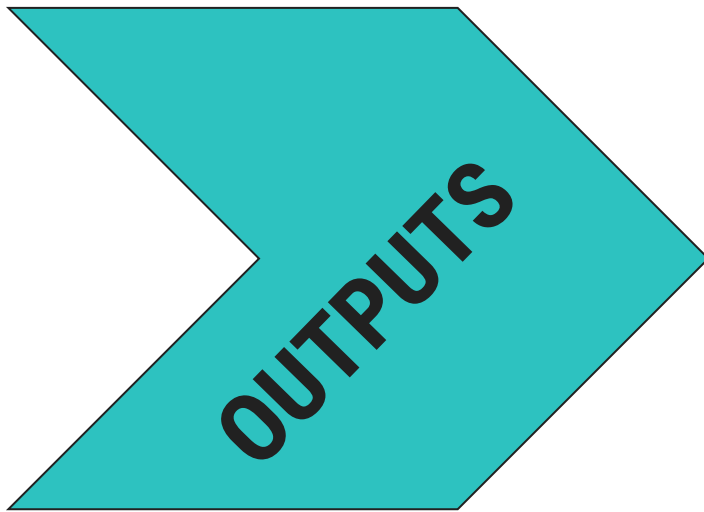## OUTCOMES

results of successful program implementation

IMPACTS

Have a successful int'l tour.

OUTPUTS

Now consider what of our research is measurable.

This is how you determine success: you pick the numbers.

OUTPUTS

Find two (2) different venues in each of six (6) different countries.

ACTIVITIES

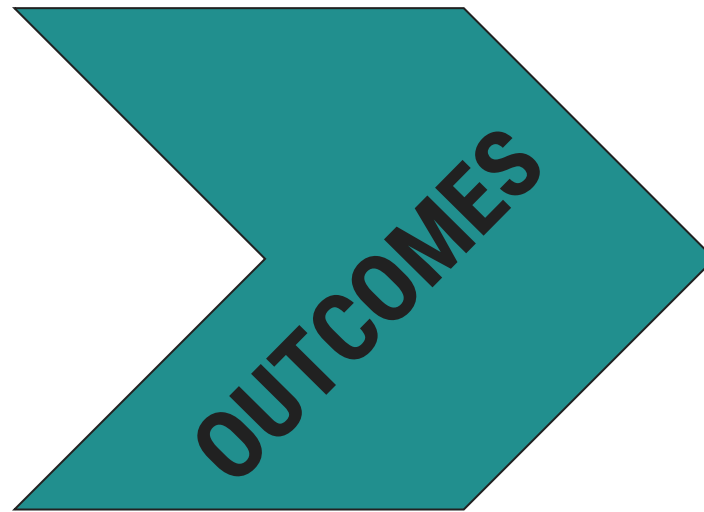**OUTPUTS**

OUTCOMES

IMPACTS

Research countries and venues to tour to.
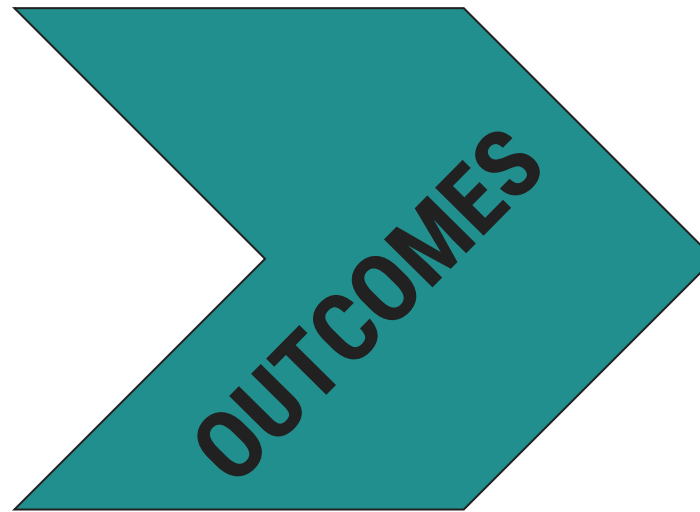
Find 2 venues in 6 different countries.

results of successful program implementation

Have a successful int'l tour.

OUTCOMES

What will our outcome be?

How will we have changed or

what resources will we have

that we didn't before?

OUTCOMES

Have more knowledge about contacts, booking, and locations to tour to.

ACTIVITIES **OUTPUTS** **OUTCOMES** **IMPACTS**

| Research countries and venues to tour to. | Find 2 venues in 6 different countries. | Know more about tour locations. | Have a successful int'l tour. |

Mario's Finished Theory of Change

ACTIVITIES

OUTPUTS

OUTCOMES

IMPACTS

| actions, programs, or events undertaken by org | clear, measurable indications that activities are happening | results of successful program implement-ation | highest purpose of program or org |

Make Your Own!

Activities	Outputs

Outcomes	Impact

Thank you!

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Ignite The Art of Progress

JOIN NOW