IDBM CHALLENGE 2021

Theory of change workshop

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BUSINESS.

business

/ˈbɪznəs/

noun

noun: **business**; plural noun: **the business**; plural noun: **businesses**; noun: **busyness**; plural noun: **busynesses**

commercial activity.
"firms who want to **do business with** Japan"
synonyymit: trade, trading, commerce, buying and selling, dealing, traffic, trafficking, marketing, merchandising, bargaining; Lisää

- trade considered in terms of its volume or profitability.
  "how's business?"

- a commercial operation or company.
  "a catering business"
  synonyymit: firm, company, concern, enterprise, venture, organization, operation, undertaking, industry, corporation, establishment, house, shop, office, bureau, agency, franchise, practice, partnership, consortium, cooperative, conglomerate, group, combine, syndicate; *informal* outfit, set-up
  "she was running her own business"

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WE HAVE BEEN TALKING ABOUT OPPORTUNITIES, UNCERTAINTY, AMBIGUITY, LOVING THE PROBLEM. ITERATIONS.

YOU NEED ALSO:
CLARITY, PRIORITIES, MOMENTUM.

TOWARDS CLARITY.

TASK: THEORY OF CHANGE.

I want to clarify my priorities by defining my goals and the path to reach them

▽

THEORY OF CHANGE

What is it & why should I do it?

Setting up a **Theory of Change** is like making a roadmap that outlines the steps by which you plan to achieve your goal. It helps you define whether your work is contributing towards achieving the impact you envision, and if there is another way that you need to consider as well.

The Theory of Change tool not only helps to clearly articulate and connect your work to your bigger goal, it also allows you to spot potential risks in your plan by sharing the underlying assumptions in each step. In large organisations, when there may be several projects running simultaneously, the Theory of Change helps to map these different projects first and then consider how they link and relate to each other.

This tool can also aid in aligning team members to the larger end goal, and help them understand their role in achieving it.
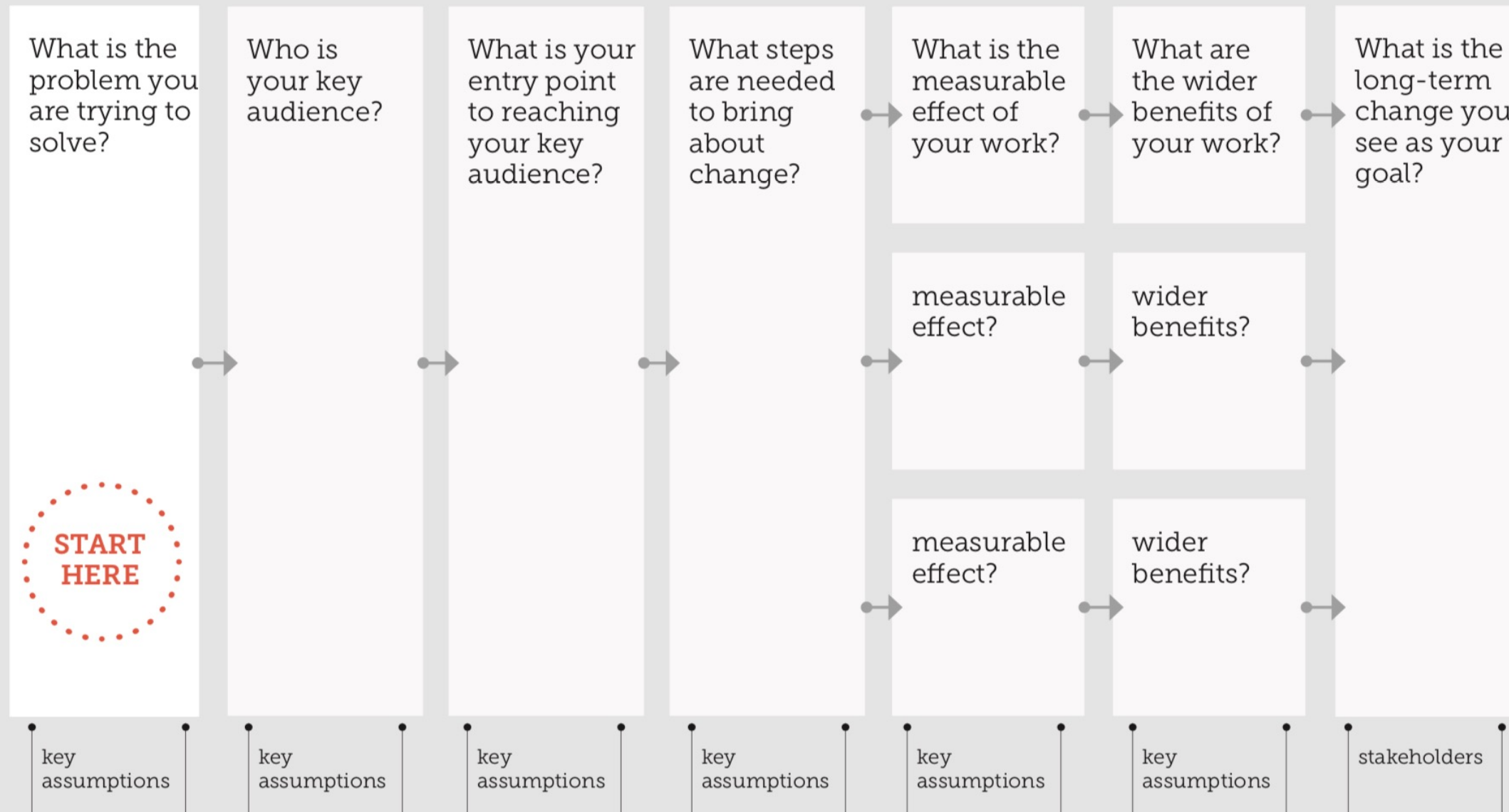
Start by noting down the main problem you want to solve, and also your long term vision on the change you want to accomplish. Then complete the other boxes, such as your key audience and your entry point to reach that audience. Try to be as specific as possible because it will help you to come up with more effective actions that you can take.

Work outwards from your defining problem, and towards your long-term impact. Write down the people that are most affected by the issue that you've identified and who you hope to help with your work — this could be a small community group or a large organisation. Then think about where to start your work, you may need to find a place, a person or a thing that will be your first port of call. Try to think of some practical steps that you can take to make changes — like creating partnerships, or making tweaks to existing processes. Try to keep these as action-oriented as possible.

And finally, what would the immediate results or outcomes be? These could be tangible results that you can show to other people to clarify how your work is making a difference. List the key outcomes that your activity would lead to: these are the preconditions that you need to realise your vision.

As you fill each of the boxes in the worksheet, it is critical to also reflect on the key assumptions that underpin these steps in your work. This may help you to spot potential risks or connections between the different projects.

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your key audience?	What steps are needed to bring about change?	What is the measurable effect of your work?	What are the wider benefits of your work?	What is the long-term change you see as your goal?
				measurable effect?	wider benefits?	
START HERE				measurable effect?	wider benefits?	
key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	stakeholders

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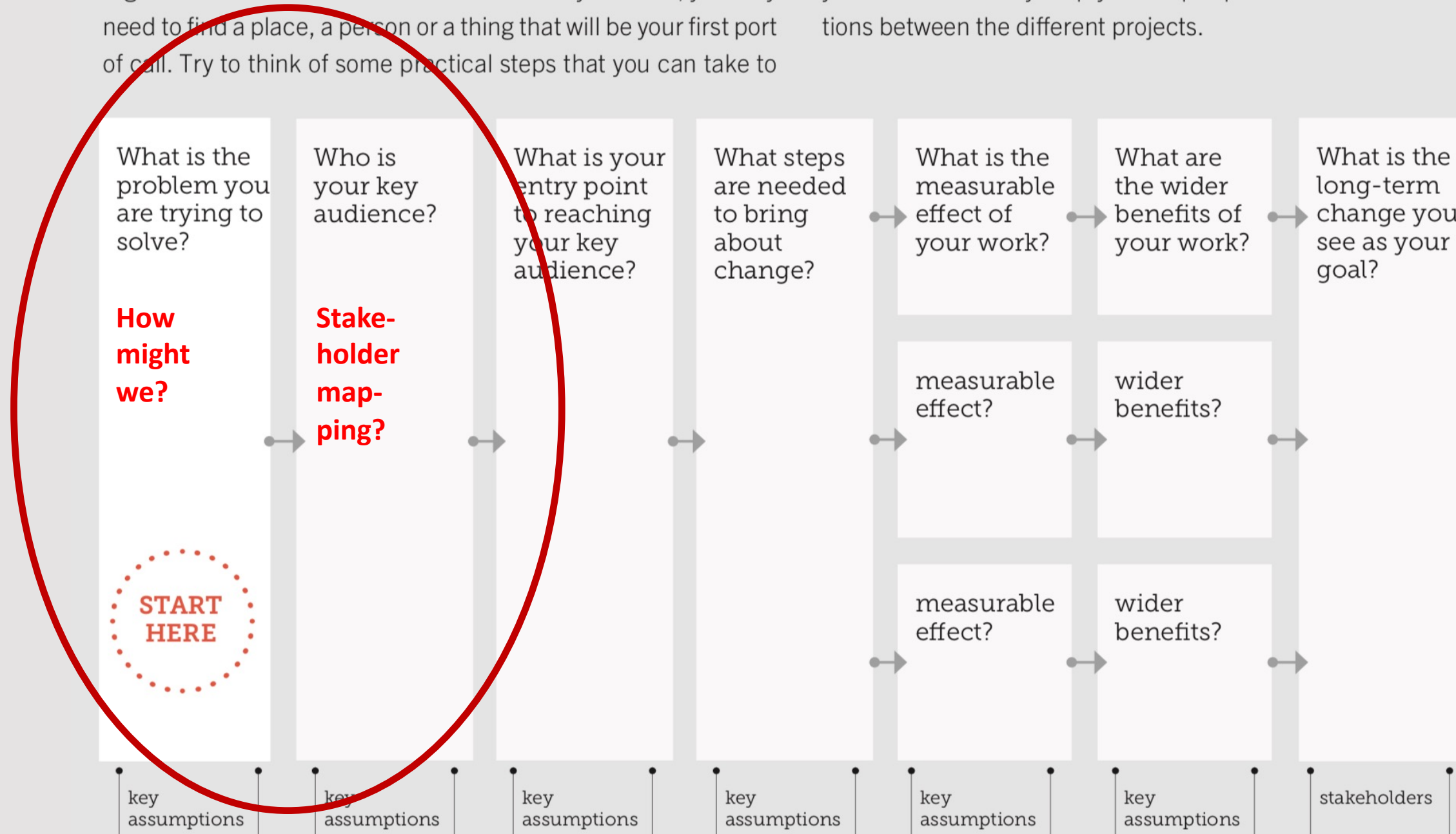
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How might we?	**Stake-holder map-ping?**					
				measurable effect?	wider benefits?	
START HERE						
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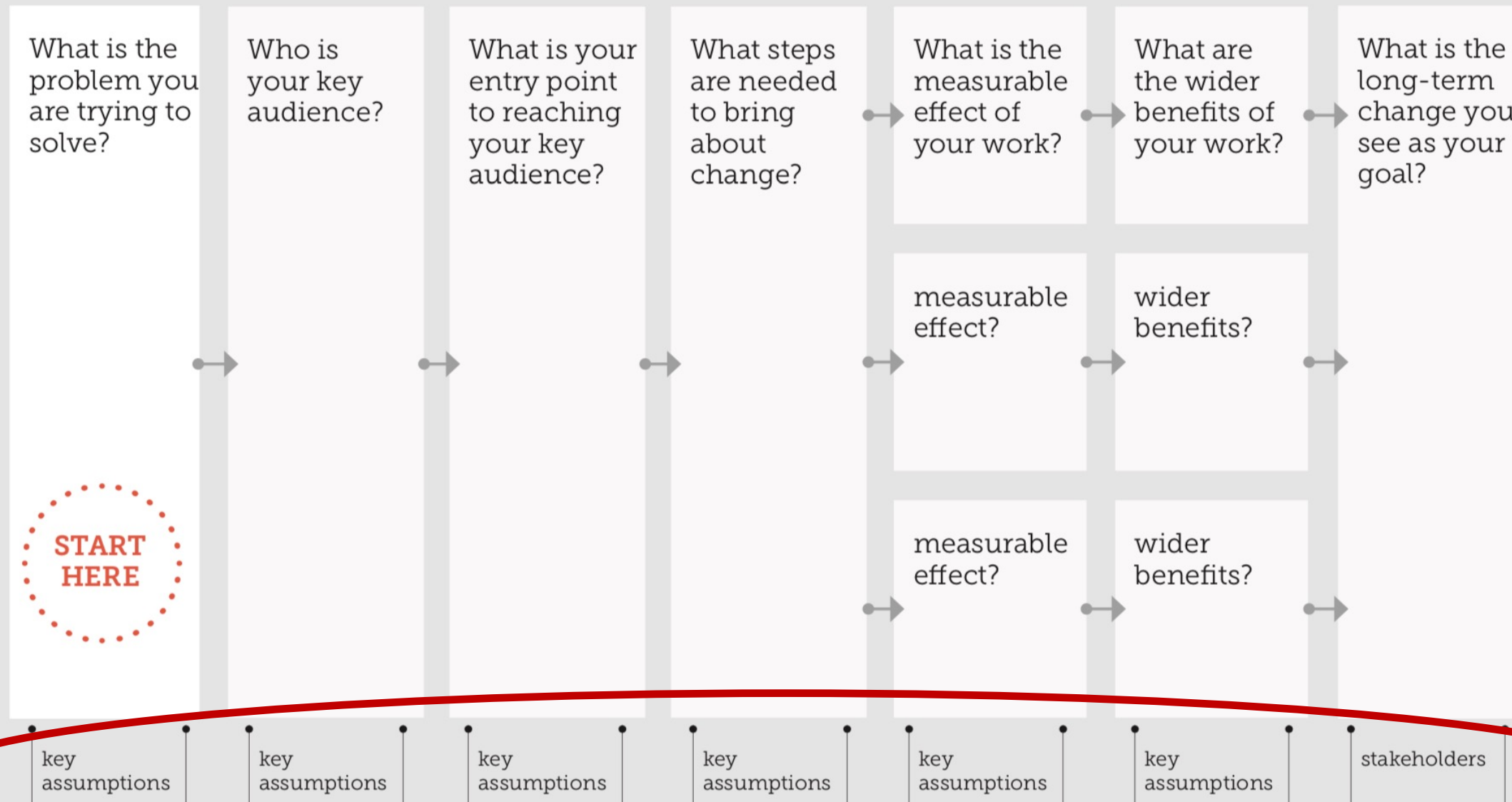
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Q&A

MORE INFORMATION

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