

# Theory of Change (in 10 mins-ish)

DEMYSTIFYING

Simple language, simple metaphors, clear purpose



# The Journey



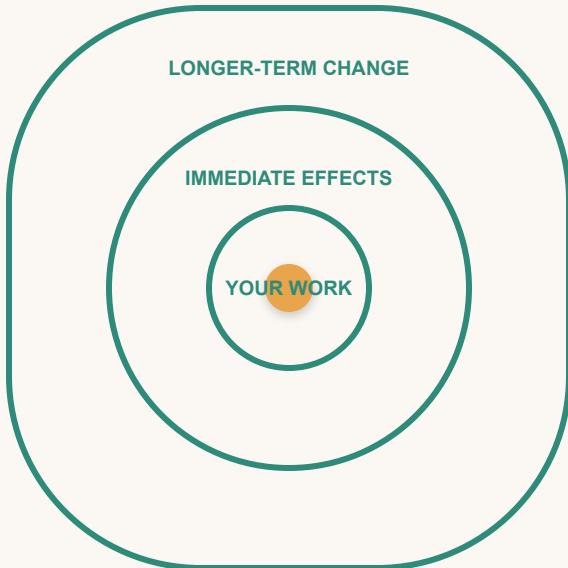
Where are we now?

Where do we want to get to?

What's the path?

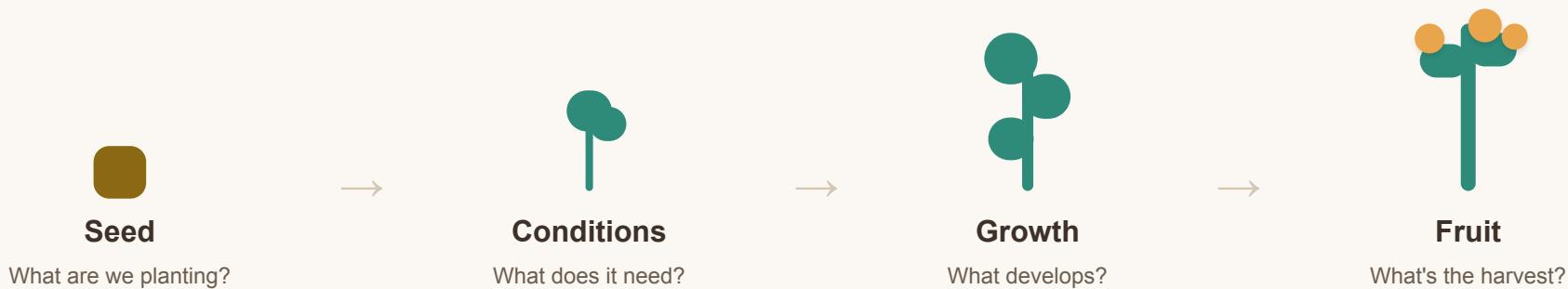
How do we know we're getting closer?

# 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



*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