Theory of change workshop

2019

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Agenda

✤ Personal impact Exercise

✤ Theory of change – Why and how

✤ Theme based Theory of change

✤ Impact measurement

✤ Pitch preparation

✤ Pitches

✤ Closing and feedback

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Welcome!

In 30 seconds:

- Who are you?
- What do you do?

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My personal impact statement

- 100 years from now, you are no longer here. In your memory, a journalist will write a paragraph about your life and the impact you had.

- Take 15 minutes to write the paragraph.

- The Paragraph is in 3rd person.

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My personal impact statement

- How do you feel?

- Anyone would like to share?

- What is the impact I know for sure I want to do?

- How is me working in this organization helping me reach my personal impact?

OUR THEORY OF CHANGE

aramex
delivery unlimited

ruwwad

IMD
REAL WORLD. REAL LEARNING.

Jamalon's vision and mission

jamalon

What is Jamalon?

> An online book retailer that solves the structural problems of the developing world to provide freedom of knowledge

Vision — We are building a world where there are **no barriers** to the **exchange of knowledge** between individuals

Mission — To build platforms such as Jamalon.com that facilitates our vision.

Confidential

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Theory of Change Definition

What is an <u>Impact Model?</u>

This tool is used for developing solutions to complex social problems. A basic implementation explains how a group of early and intermediate accomplishments sets the stage for producing long-range results.

It helps us articulate the assumptions about the process through which change will occur and specifies the ways in which all of the required early and intermediate outcomes related to achieving the desired long-term impact will be brought about and documented as they occur.[1]

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Articulating our impact
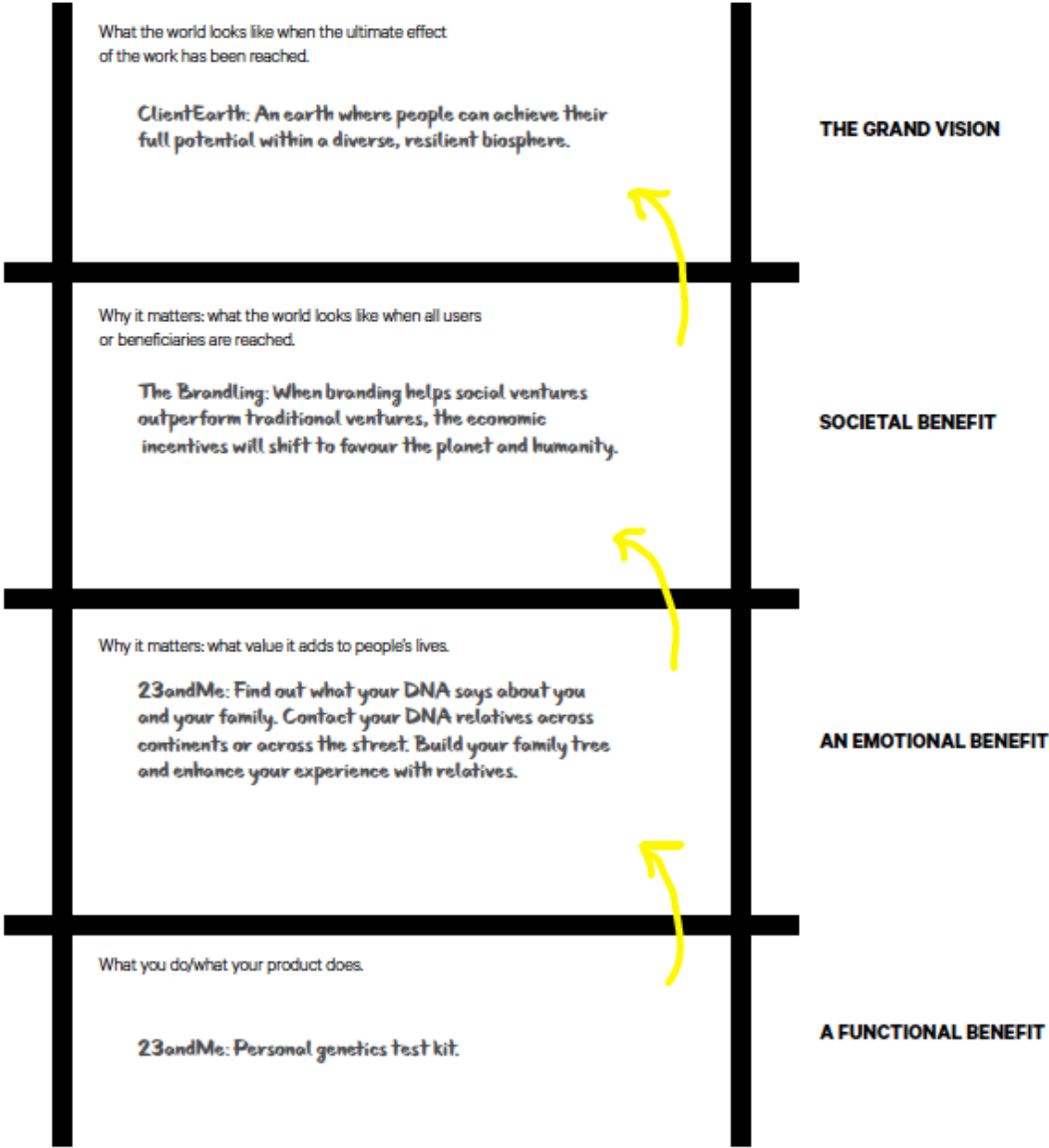
TOOL
THE LADDER

🧑 🕐 15 minutes

Whether you are defining a vision or defining value for customers, the ladder helps you to move up from a functional benefit (what) to an impactful benefit (why) at three different levels.
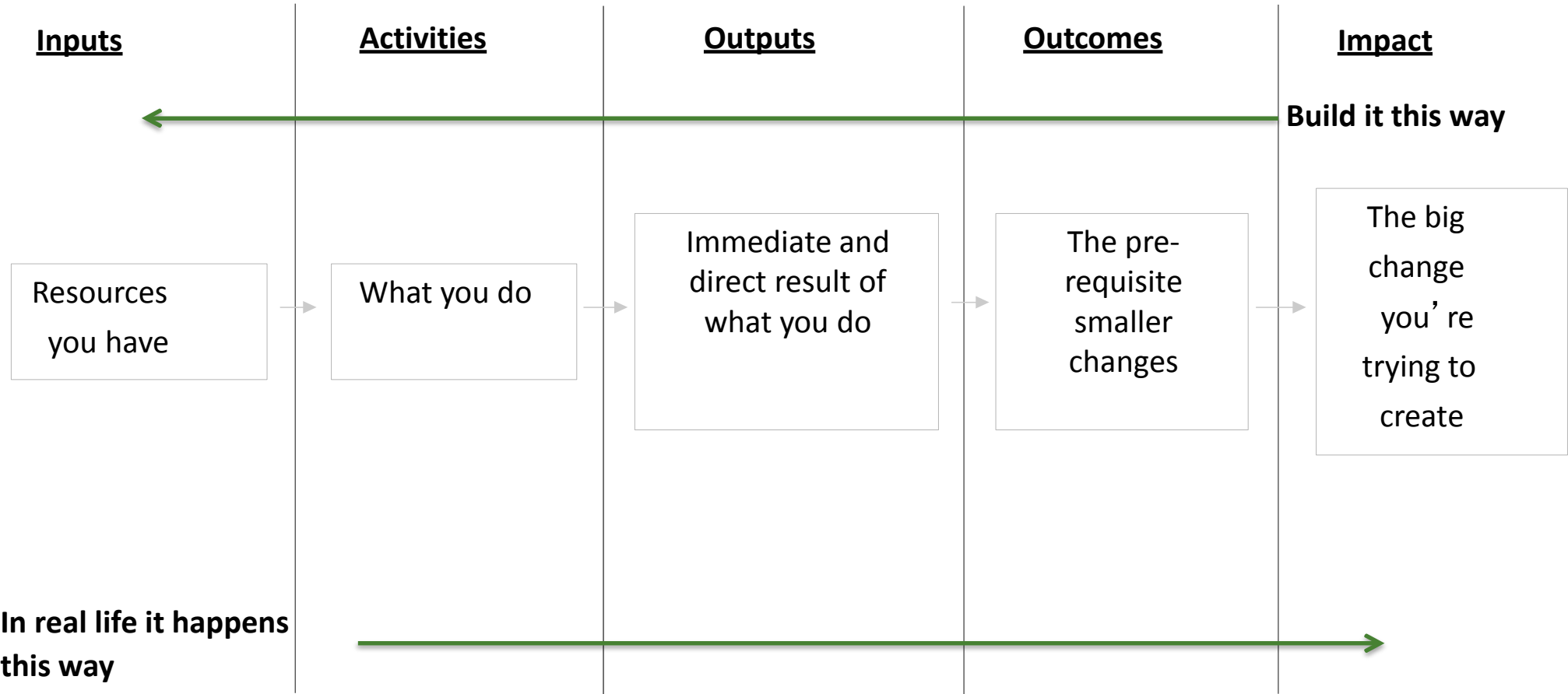
WHAT IT'S FOR
» Easing into progressing from a functional benefit to a more emotional value for your audiences.
» Progressing from an emotional benefit to a vision for all your users, and towards a large-scale vision.

HOW TO USE IT
» Start at the bottom step and work your way up.

What the world looks like when the ultimate effect of the work has been reached.

ClientEarth: An earth where people can achieve their full potential within a diverse, resilient biosphere.

THE GRAND VISION

Why it matters: what the world looks like when all users or beneficiaries are reached.

The Brandling: When branding helps social ventures outperform traditional ventures, the economic incentives will shift to favour the planet and humanity.

SOCIETAL BENEFIT

Why it matters: what value it adds to people's lives.

23andMe: Find out what your DNA says about you and your family. Contact your DNA relatives across continents or across the street. Build your family tree and enhance your experience with relatives.

AN EMOTIONAL BENEFIT

What you do/what your product does.

23andMe: Personal genetics test kit.

A FUNCTIONAL BENEFIT

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Impact Model

Inputs	Activities	Outputs	Outcomes	Impact

Build it this way ←

Resources you have	What you do	Immediate and direct result of what you do	The pre-requisite smaller changes	The big change you're trying to create

In real life it happens this way →

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Theory of Change

Inputs	Activities	Outputs	Outcomes	Impact
What resources do I have?	What do I do?	What are the immediate and direct results of my actions? Which results do I have control over? Which am I directly responsible for?	What change do I create at the individual level? What will be different for others?	What change will I create at the country/society level? What will be different for the country/region after I am no longer here?

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Impact Map: measuring impact

Stakeholders	Intended/unintended changes	The Outcomes (what changes)					
Who will you have an effect on? Who will have an effect on you?	What do you think will change for them?	Description: How would we describe the change?	Indicator: How would we measure it?	Source: Where did we get the information from?	Duration: How long will it last?	Frequency: How often do I measure it?	Baseline needed Yes or no

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Pitches

You will have 5 minutes to pitch your impact model/ theory of change and at least 2 indicators you will use to measure your impact.

The pitch needs to include the following:

✤ Impact statement

✤ Outcomes

✤ Outputs

✤ The indicators I will use to measure my impact

The audience will have 3 minutes for Q&A and feedback

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Pointers for Pitching!

- Time yourself

- Get to the point!

- Stand straight!

- This is a safe environment, don't worry about mistakes!

- Have fun and enjoy it! We believe you can do it, if you believe it!

- Make eye contact!

- Breathe and smile ☺

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Pointers for Giving Feedback

- Be nice ☺

- Be constructive

- Tell them what they did right!

- Tell them what needs work

- Say how you can help

- Write down the name of a company or person you think they need to check out

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