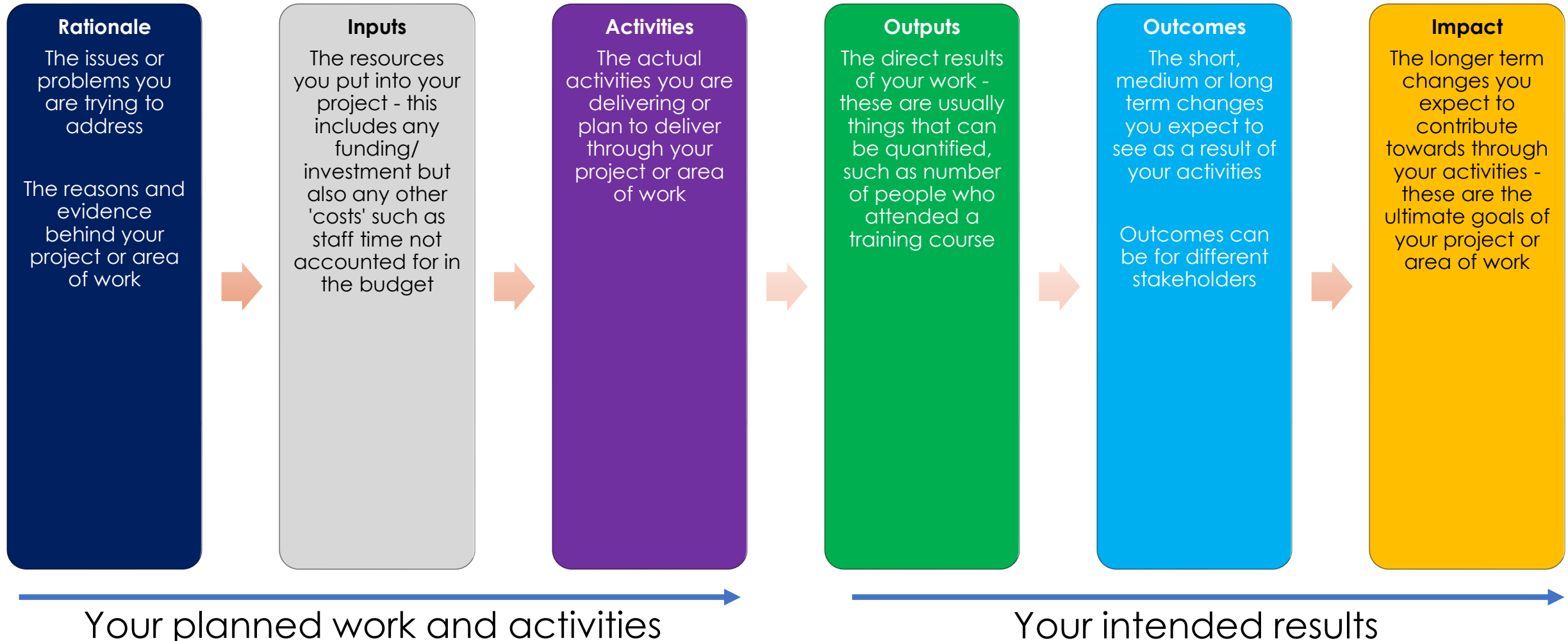


What is a theory of change?

A process for **thinking about** and **describing** strategies, programmes, projects or organisations

- **Strategy:** helps clarify your strategy, makes you more effective, helps identify and open up blocks / blind spots in thinking
- **Gaining a common understanding:** a way to identify and negotiate different perspectives (increasing clarity and consistency)
- **Tell our story:** communicates your aims and your value add, giving a narrative of your impact and how you achieve change
- **Data collection:** a blueprint for identifying what needs to be measured and research priorities
- **A useful tool not an ideology:** a way of testing thinking and logic, and constructively critiquing assumptions
- **A living document:** capturing your present thinking, to be reviewed and adapted as you progress and adapt your approach

Theory of change: basic components



We've used a simpler framework and added mechanisms of change

