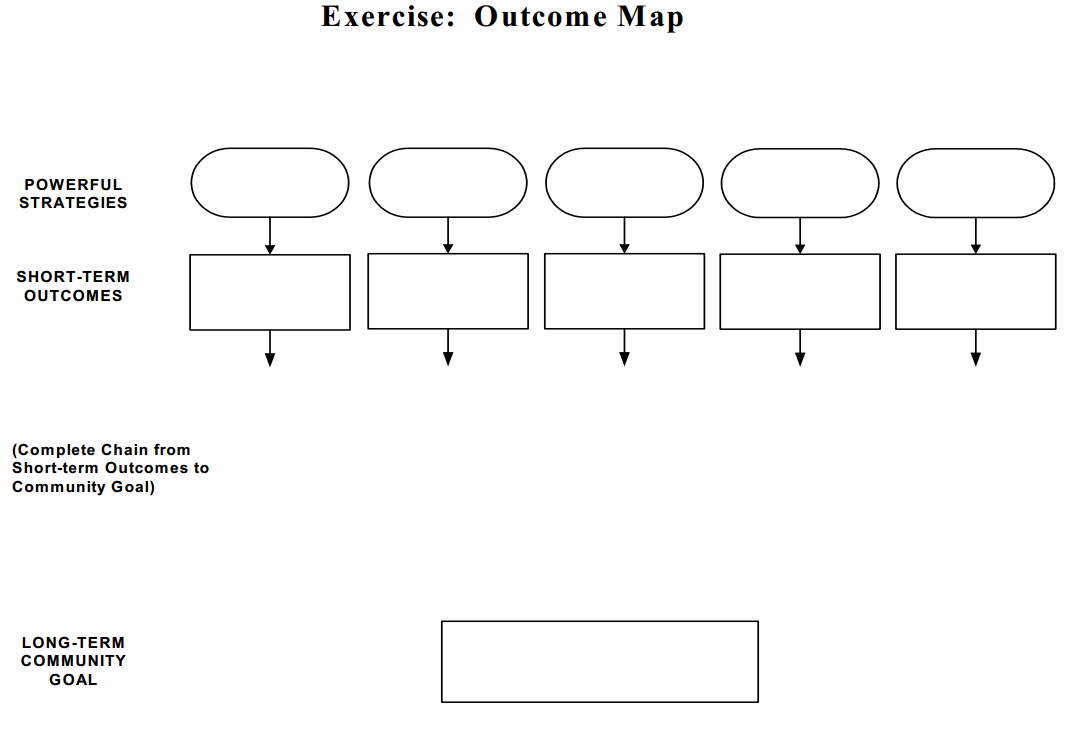
theory of change: A practical Tool

Creating a Theory of Change with the Community

This worksheet is based on [Theory of Change: A Practical Tool For Action, Results and Learning](http://www.aecf.org/upload/publicationfiles/cc2977k440.pdf) (Organizational Research Services, 2004), pp. 18-29.

# OUTCOME MAP

## Create this template on a large wall using half sheets of paper



## Step 1: Clarify Goals

Identify the ultimate impact you want to achieve in your community. List this in the **goal** **rectangle** at the bottom of the chart.

## Step 2: Identify powerful strategies

Consider specific **strategies** or programs that are currently in place which address your ultimate impact. Strategies may include program strategies, campaigns, initiatives, collaborations, public awareness efforts, capacity-building efforts, community mobilization efforts, and so on. List your strategies in the ovalsat the top of the chart.

## Step 3: Create “so that” chains

Take the first strategy listed and create a “so that” chain, filling in the blank. Repeat until you have linked each strategy to your goal.

**“We do X strategy so that \_\_\_\_\_\_\_\_\_\_ results for individuals, families, organizations, or communities.”**

## Step 4: Link strategies with outcomes and goals

Place the outcomes that form the “so that” chain in rectangles between the strategy and the goal. Draw arrows between these strategies and the connected outcomes and goal. Repeat for each strategy.

## Step 5: Test the logic and relevance

Review your completed map and share it with other stakeholders.

* Are there logical linkages between the strategies, outcomes and impacts?
* Are the most relevant outcomes included?
* Are the most relevant strategies included?

Revise, test, revise again.

## Step 6: Articulate assumptions

Brainstorm the principles and belief system that underlie the outcome map. Compile these as part of the narrative context for your thinking.