



Rally.

Introduction To The Theory of Change

Updated: 01/20/2023

Theory of Change:

Shows how work will lead to ultimate outcomes—the improvement in people's lives that you want to make happen.

It identifies all of the steps that are required to reach this goal.



Theory of Change: Benefits

**Establish
Accountability &
Credibility**

A clear and testable hypothesis about how change will occur that not only allows your venture to be accountable for results, but also makes your results more credible because they are based on research and were predicted to occur in a certain way



Theory of Change: Benefits

Mission Clarity

A visual representation of the change your venture wants to see in a community/area and how you expect it to happen.



Theory of Change: Benefits

**Measuring
Success**

A blueprint for your venture and stakeholders to evaluate success using measurable indicators.



Theory of Change: Benefits

Agreement

An agreement among stakeholders about what defines success and what it takes to get there



Theory of Change: Benefits

**Better
Storytelling**

A powerful tool that helps your venture establish credibility and to communicate mission complexity and the strategy for achieving it to stakeholders and potential funders.



Introduction To Theory of Change



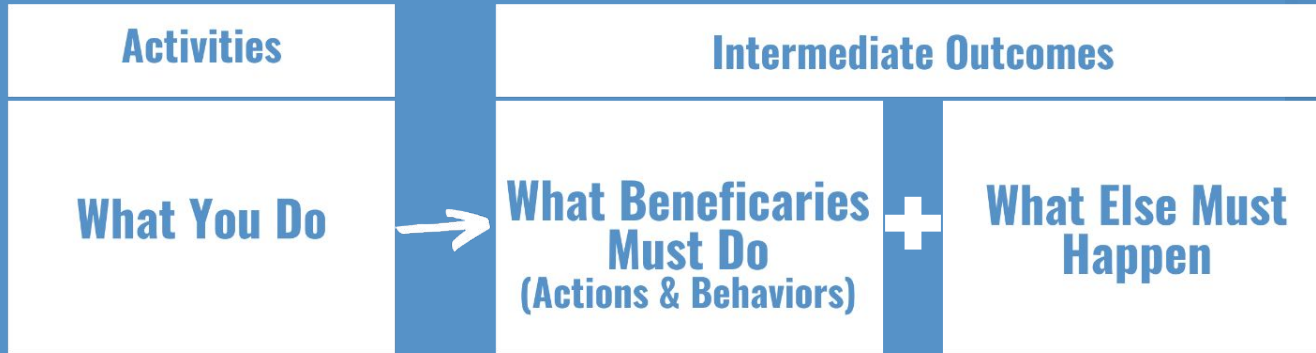
Theory of Change: Three Core Elements

Activities

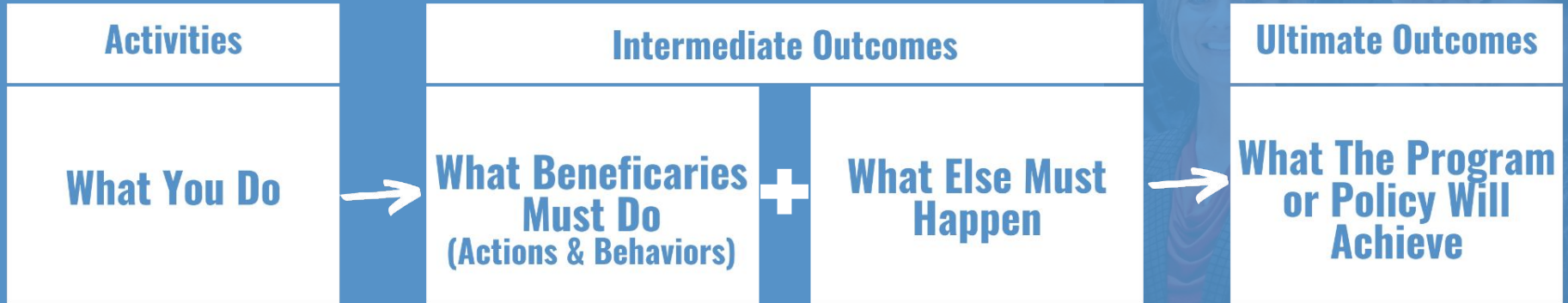
What You Do



Theory of Change: Three Core Elements



Theory of Change: Three Core Elements



Problem Statement Example: Reducing Infant Death

Every year, millions of children in developing countries get sick from contaminated water and many die.



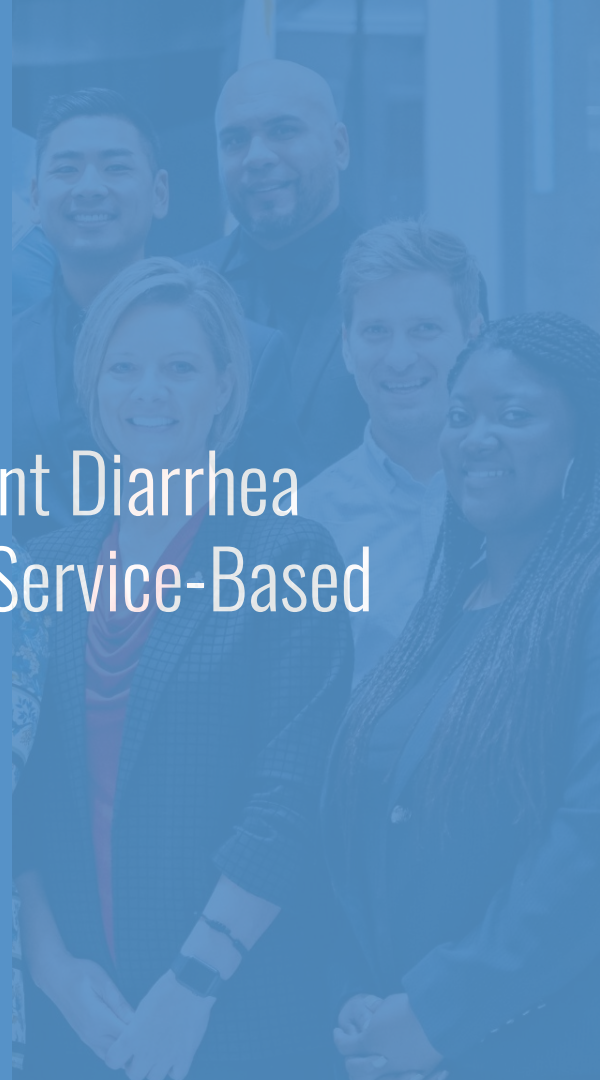
Theory of Change



**Every year,
millions of
children in
developing
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die.**



**Cause: Infant Diarrhea
Approach: Service-Based**



Build The Theory of Change

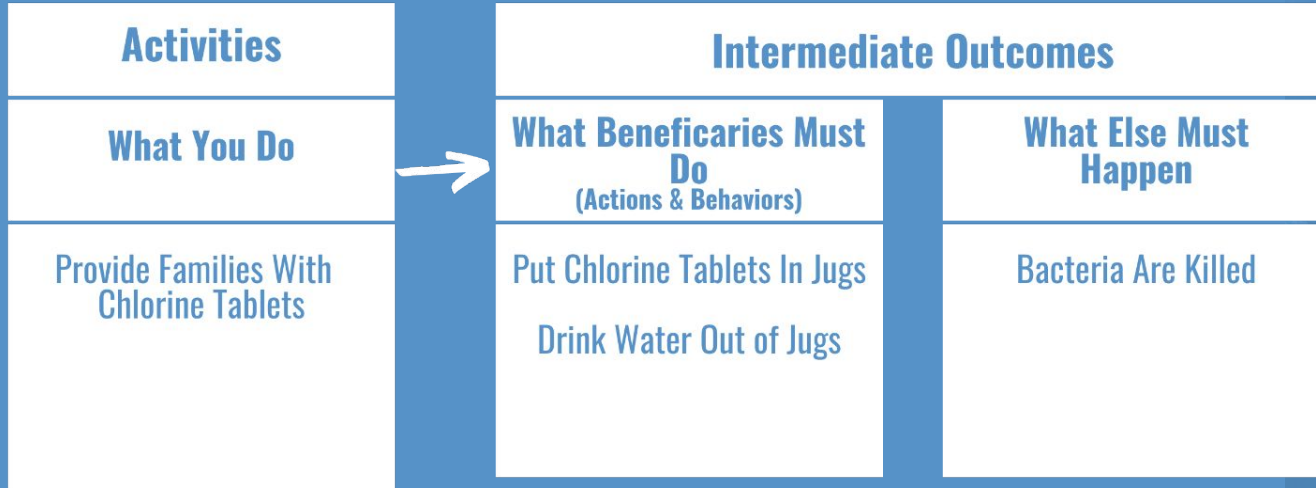
Activities

What You Do

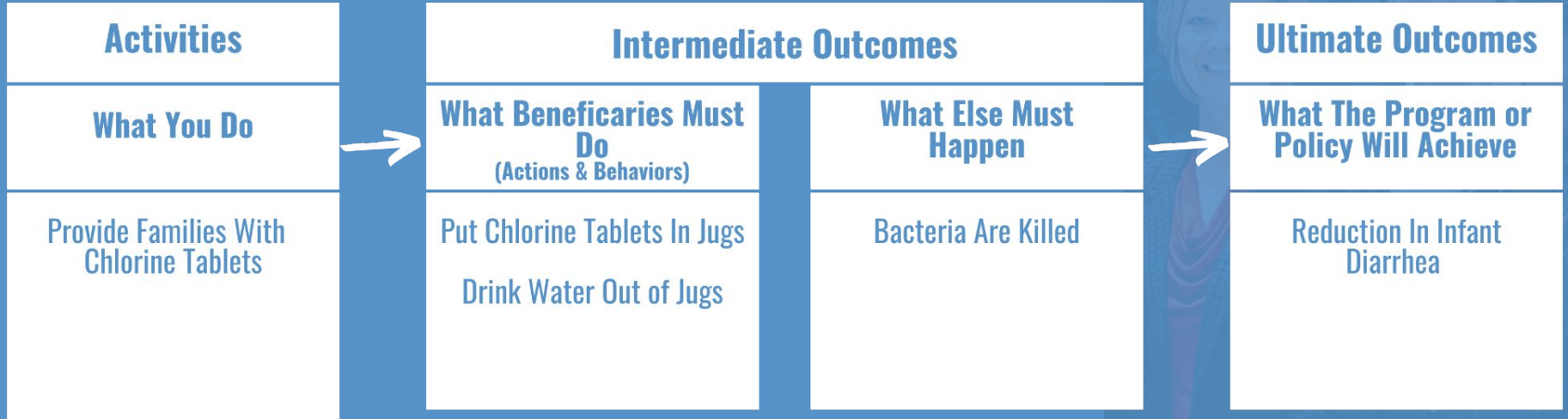
Provide Families With
Chlorine Tablets



Build The Theory of Change



Build The Theory of Change



Monkey Wrench: Behavior

For this strategy to work, families must develop a new behavior:

- Put chlorine tablets in the water container in their house
- Using the right dosage
- Drink chlorinated water only



Original Theory of Change

Activities
What You Do
Provide Families With Chlorine Tablets

Monkey Wrench:

- People Forget To Add Chlorine Tablets To Water Container In Their House



Iterated Theory of Change

Activities

What You Do

Provide Families With
Chlorine Tablets

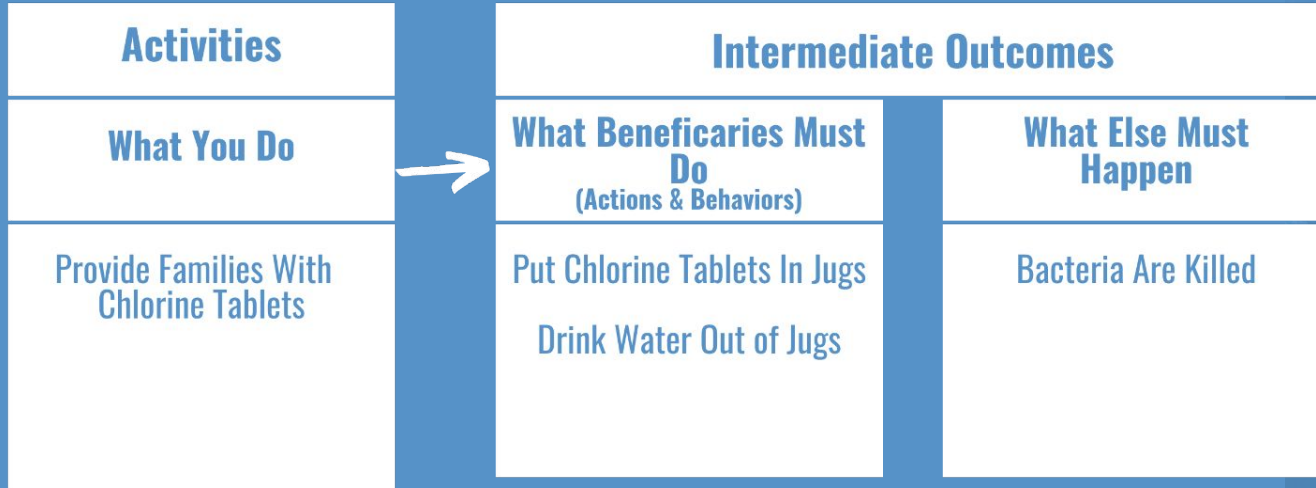
Alert Families To Use
Chlorine Tablets

Monkey Wrench:

- People Forget To Add Chlorine Tablets To Water Container In Their House



Iterating The Theory of Change



Build The Theory of Change



Theory of Change Tips!

- Start With The Ultimate Outcome



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- Identify The Key Influencers And Their Necessary Behaviors



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- Activities Need Change, Reinforce, Or Accelerate Behaviors & Actions (Intermediate Outcomes)



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- Don't Get Lost in The Clouds Or Weeds



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- Activities Need Change, Reinforce, Or Accelerate Behaviors & Actions (Intermediate Outcomes)
- Ensure Intermediate Outcomes Causes Either Another Intermediate Outcome Or The Ultimate Outcome
- Don't Get Lost in The Clouds Or Weeds
- Iterate As Needed



MATERIAL CREDITS

- Central Florida Foundation
- Center of Social Innovation At Stanford University Graduate School of Business

