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| --- | --- | --- | --- | --- | --- | --- | --- |
| **2** | **8** | **6** | **7** | **5** | **4** | **3** | **1** |
| **Who We Serve** | **Resources** | **Activities** | **Products** | **Mental Changes** | **Behavior Changes** | **System Changes** | **Vision of Impact** |
| Who do we serve or help, both directly or indirectly?  Who benefits from our work?  Who *ultimately* are we trying to serve?  What fields or sectors or groups do we serve in particular? | What do we require in order to do our work?  What materials, resources, and supports do we draw on to do our activities well?  What must be obtained or in place before we can do our work? | What do you need to do to create changes in participants?  What are all the things we do (or need to do) as a part of our work, in order to achieve measurable results?  What portfolio of services will lead to the change we desire?  How are our resources, time, and energy spent? | What will these activities produce?  What can we “count” or “rate” when we successfully do the activities we just talked about?  What hard evidence is there that the activities were performed as planned/ intended?  How many do we serve and what do we provide them?  What were initial responses to our work? | What new way of thinking will be born in those you serve?  What changes in knowledge, beliefs, and attitudes would you expect to see in those you serve?  What’s the new learning, insight, or image shift?  What changes would you expect to see in participants right away? | Think very concretely…  What would clients/ participants start to do differently or better?  What changes would you expect to see in the behaviors, practices, and actions of those you serve?  How did participants/ clients put the product they received to use?  What changes in participants would you expect to see after a little time has passed? | Imagine we’ve been able to reach our vision… what has changed that has allowed that?  What valuable and important changes to structures, process, group dynamics, systems, services, resources…etc. could pave the way to the vision?  What large scale changes are necessary to reach the vision?  How did changes in participants impact the groups to which they belong (from families to orgs to communities)?  What new windows were opened for the participant, client, organization? | If we were wildly successful at our work and really got it right, what would be different in 20 years? (for participants, clients, communities, etc.)  What’s worth our impassioned effort?  What achievement would take your breath away?  When you imagine the future impact that our work has had in the world, what are you deeply proud of? |
| **Target Audience** | **Inputs** | **Activities** | **Outputs** | **Short Term Outcomes** | **Intermediate Outcomes** | **Long Term Outcomes** | **Impacts** |
| **Act 1** | | | | **Act 2** | | **Act 3** | |