

UWPC Performance Management Framework

What's wrong with logic models?

Logic models is a framework that explain how a program is supposed to work. It's a simple, one-page document that can sometimes be a useful planning and communication tool. But these logic models take a lot of time to create and may not provide benefits commensurate with the effort. More useful tools are emerging from the shift toward results-based planning and management. What is needed is a tool that identifies performance measures and support program evaluation and continuous improvement.

Theory of Change

We still want to ensure we – and our Investment Volunteers – have a good understanding of how your program does what it does to make an impact on the lives of those served. But a theory of change doesn't need to be complicated. Your theory of change should answer the question..."How do you create impact for your organization or program?" What is your secret recipe? What does success look like to you? The answers to these questions will lead directly to your theory of change, which is your organization's belief about how impact will happen.

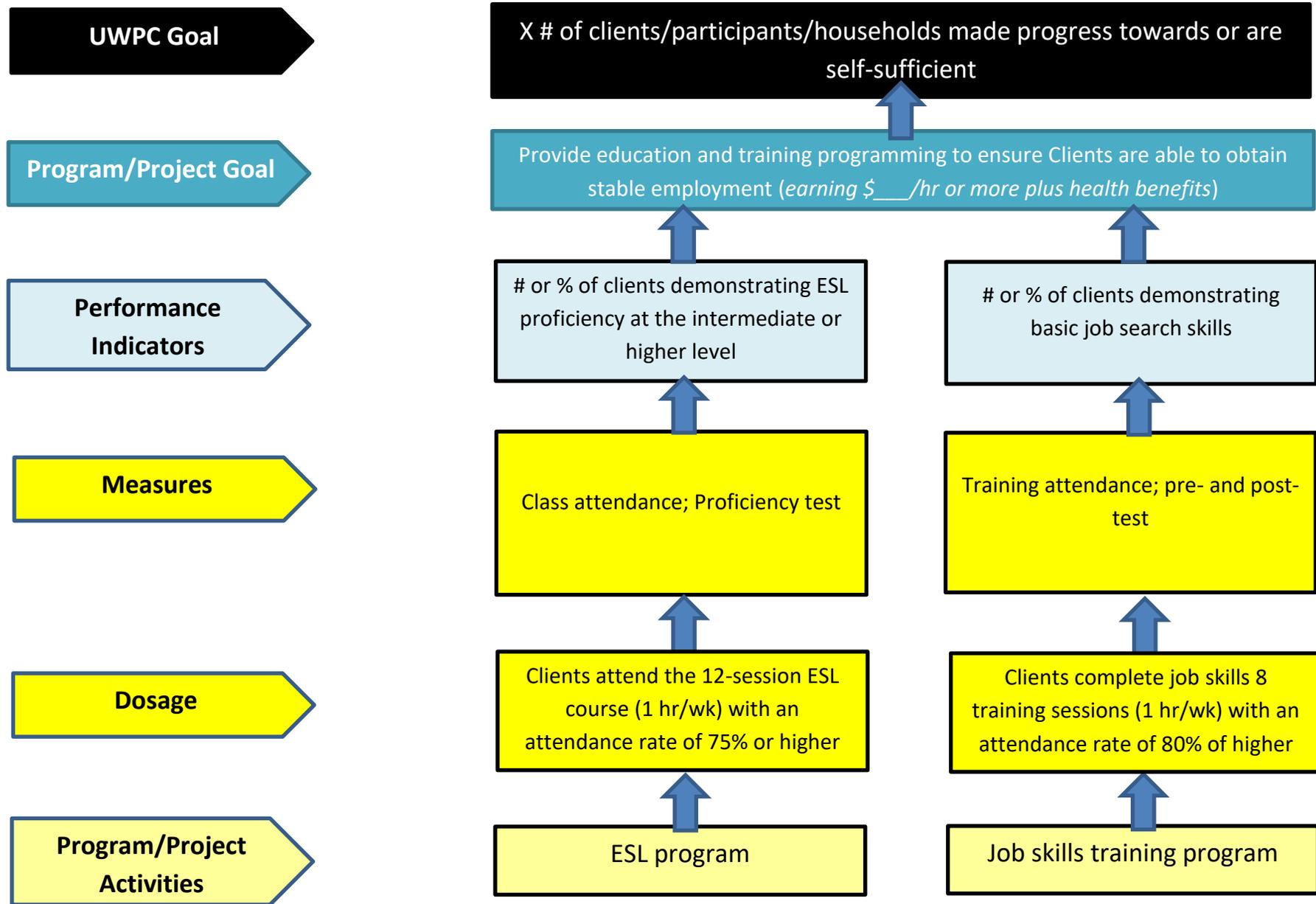
Formally, a theory of change is a hypothesis about the causal relationship between what impact you expect and how you can achieve it. To construct a theory of change, reflect on the following using an inquiry-driven process:

- What is your intended impact for the program/organization? What problem are you trying to solve? What are the underlying causes? Who is impacted? Is the impact deep or wide?
- What are your short-term and long-term outcomes for the program/organization? What activities must occur in order to achieve each long-term outcome?
- What is your *unique value proposition* to the community for the program/organization?
- If your hypothesis is correct, what is the **ultimate** outcome for the community and/or society? If the problem is solved, what will happen?
- How does your theory of change relate to your strategy and the organization's vision and mission?

A theory of change should start with the main problem you want to solve. Work outwards from your defining problem and towards your long-term impact. Write down the people most affected by the issue you've identified and who you hope to help with your work/programming/services. Finally, what would be the immediate result?

1. What is the problem you are trying to solve?
2. Who is your key audience?
3. What is your entry point to reaching your key audience?
4. What steps are needed to bring about change?
5. What are the measurable effects of your work?
6. What are the wider benefits of your work?
7. What is the long-term change you see as your goal?

Theory of Change Framework - *Examples*



Theory of Change Template *(you do not need to use this form specifically, but we will expect an upload of a document with the following elements)*

