**Theory of Change Guidance**Theory of Change is a method used for planning for social change. It starts by making you define your long-term goals first, then requires you to works backward to identify what actions are required to achieve those goals as well as considering influences that might impact.

Theory of Change is a great tool to work through a whole scheme of work or project, or in this case your organisations strategic goals. It also helps you frame your work, anticipate challenges and stay on track.

Before you download our Theory of Change template to try and create your own use the guidance and example to ensure you understand how to use the tool.

1. Start by knowing what issue it is you want to tackle, or which need you want to meet.
2. Next, choose your top-level goal – what does success look like, what if that need is met?
3. Your outcomes could be short, medium- or long-term changes brought about by your work. They could be changes to individuals’ lives, whole communities, services or sectors and might relate to confidence, wellbeing, access or life conditions.
4. When deciding your outcomes, always think about how you will measure them, in order to demonstrate that they have been achieved.
5. Now think about what you need to do, produce and deliver in order to achieve the outcomes, and ultimately the goal.

**Theory of Change**

GOAL

The higher level to goal towards which your outcomes/work will continue

External Influences or Risk

External Influences or Risk

|  |  |  |
| --- | --- | --- |
| OUTCOME The short, medium- and long-term benefits and changes that you the work is designed to deliver | |  |
|  |  |  |
| MEASURES  How you will measure the work to ensure you are achieving the outcomes | |  |
|  |  |  |
| OUTPUT  The tangible things that happen as a result of your activities | |  |
|  |  |  |
| ACTIVITY  The work that takes place in order to produce the outputs | |  |
|  |  |  |
| INPUT The raw material you invest in the work | |  |

What problem are you trying to solve?

Whose needs are you trying to meet?

Example:

A screenshot of a social media post

Description automatically generated