Identifying your program outcomes clearly:

THE VALUE OF LOGIC MODELS
AND
OTHER SIMILAR APPROACHES TO BUILDING
THEORIES OF CHANGE

Theories of Change

- The beliefs or assumptions that inform the design of a program or an intervention

- In particular, those beliefs and assumptions about how change happens, and how the intervention will lead to change.

- Sometimes theories of change are very explicit and structured, but sometimes they are implicit and emergent.

Analyzing your Theory of Change

- If you follow each logical pathway through from activities through short-term outcomes to long-term outcomes, does the logic make sense or does it feel like there are unstated assumptions?

- Which outcomes do you already measure in some way? Which logical links do you know leat about?

Analyzing your Theory of Change

- Which outcomes seem "pivotal" in your model? Which ones are absolutely key to overall success?

- Which ones might outsiders least understand or appreciate?

- What are the issues or questions that your key stakeholders are likely to see as most important

The Really Useful Idea

Identify short-term outcome objectives that are within your control, measureable and achievable; use a theory of change to explain how these short-term achievements contribute to the achievements of long-term outcomes over time.

The importance of short-term outcomes
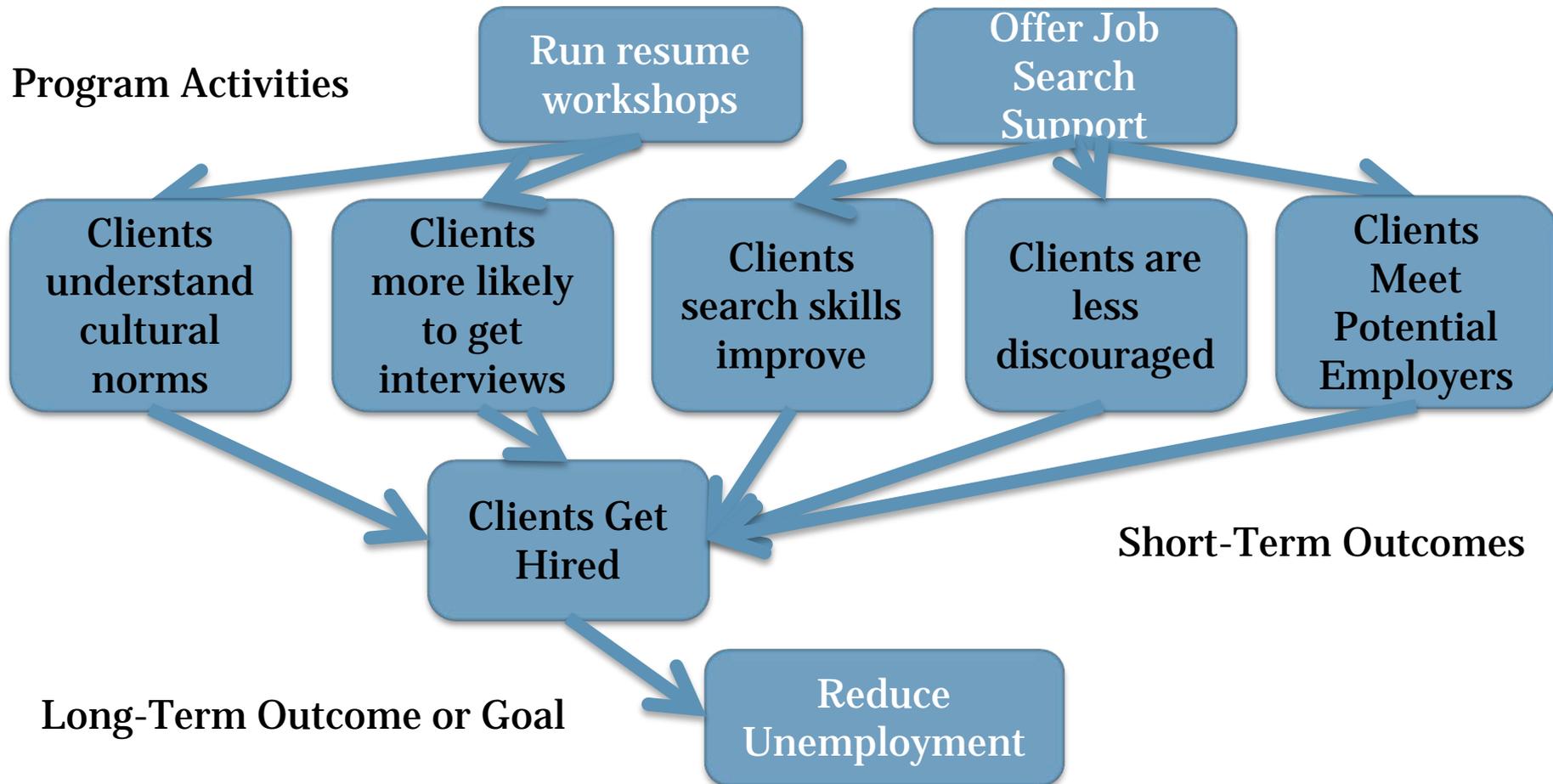
Program Activities

Run resume workshops

Offer Job Search Support

Long-Term Outcome or Goal

Reduce Unemployment

The importance of short-term outcomes

Program Activities

Run resume workshops

Offer Job Search Support

Clients understand cultural norms

Clients more likely to get interviews

Clients search skills improve

Clients are less discouraged

Clients Meet Potential Employers

Short-Term Outcomes

Clients Get Hired

Long-Term Outcome or Goal

Reduce Unemployment

What do we do?

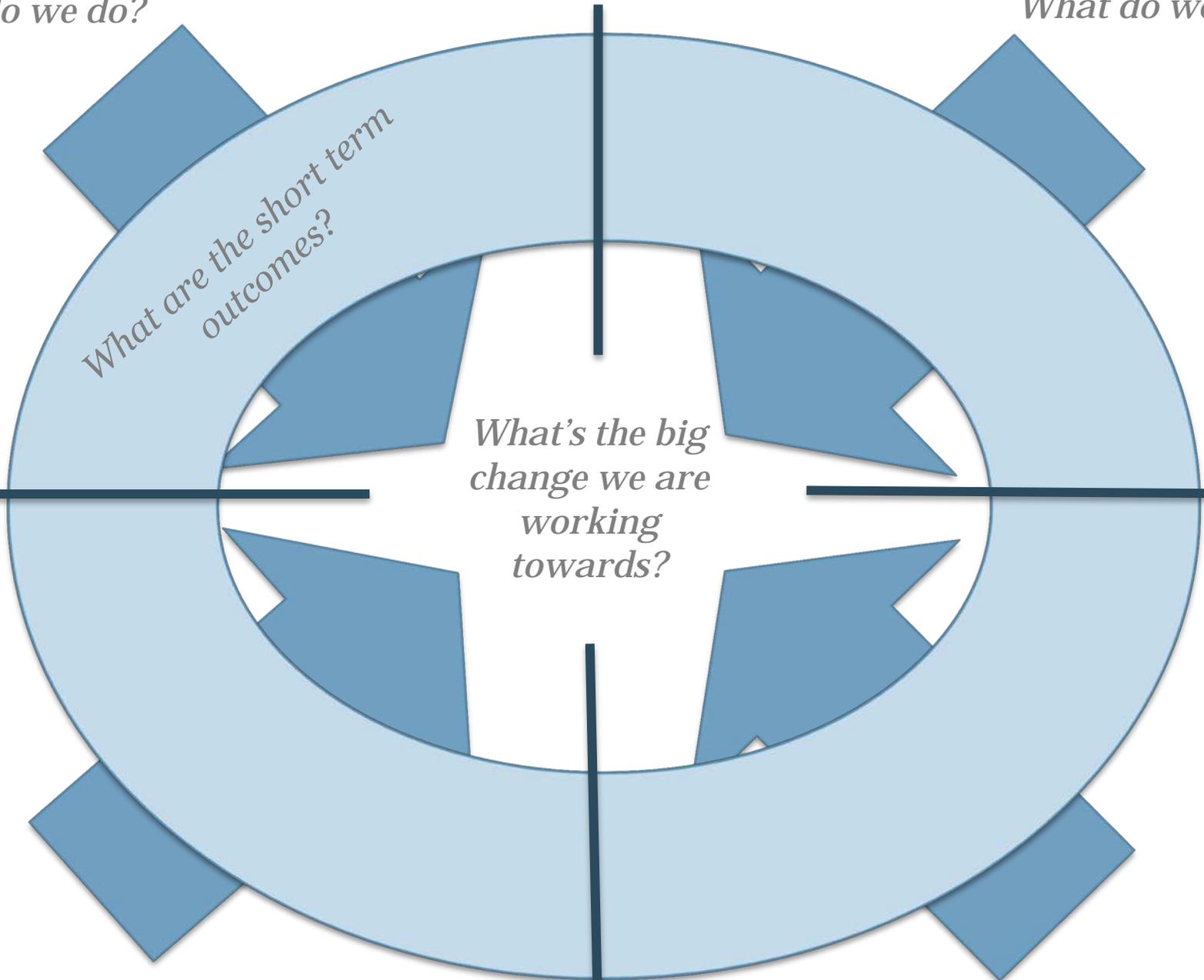What do we do?

What are the short term outcomes?

What's the big change we are working towards?

What do we do?

What do we do?

Breaking Down the Complexity

Did our program have an impact?

What were we trying to change?
(long-term outcome objectives)

What particular contribution were we going to make tot hat change?
(short-term outcome objectives)

How were we planning
To make that contribution? (activities)

What sorts of things would we see if the expected change was happening
(indicators)

How can we document those observations in a systematic way?
(methods)