Transform Your Theory of Change

Practice of Change

Janie Moore
Founder & Lead Changemaker of Brico Works & Director of Impact, Entrepreneur Fund
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Hello,

I’m Janie Moore

I’m on a mission to help unleash the potential in changemakers to solve the seemingly unsolvable.
The Impact Measurement Scene

- We are often caught up "proving" our impact rather than improving it.
- It's often externally motivated and can feel disconnected from the actual work.
- Tools for impact measurement can become overly complicated.
- We have data, but often struggle to gain insights from the data.
Session Goals
What to Expect Today

- Simplify the theory of change.
- Learn applicable practices to drive change.
- Work through tools and ideas for establishing an inclusive "practice of change."
What is a Theory of Change?

Your map and compass for how you intend to make change. It's the vision board for impact measurement and management.

A Theory of Change outlines **how** and **why** specific actions are expected to lead to desired outcomes.
My experience with ToC

The ToC Struggle Bus
Shifting into a Practice of Change

Learn by Doing

- Look at the System
- Define the Problem
- Explore Opportunities/ Solutions
- Map it Out (ToC)
- Experimentation
- Scale or scrap
Step 1: Look at the System
System Thinking

**Purpose:** Clear reason why.

**People:** Team, Board, Stakeholders, Funders, Donors, Volunteers, etc.

**Tools:** Tech, methods, etc.

**Practices:** Intentional work on process, rituals, teaming, etc..

**Insights:** Taking data and stories to learn as a team and grow.
Step 2: Problem Illumination
Clearly Define Your Problem

- Is the problem the real problem or a symptom of something else?
- Activate your inner Olaf and ask, “Yeah, why?” 5 times.
- Get to the root cause.
Step 2: Problem Illumination
Do a systems check.

- Insights
- Tools
- Practices
- People
- Purpose
Causal Chain

Thinking through the sequence
Your Turn – Define a Problem & Path

Start with a personal or professional tension.

1. Do group introductions – Name and Org
2. Go through the tensions list on your table.
   a. Rank your individual top 3 tensions & share with the group.
3. Find the top tension that is shared.
4. Define the root cause/problem
5. Outline the causal pathway
Let's reflect
What were your ahas?

Each group share your problem & any ahas you had during the process.
Step 3: Opportunity Mapping

PROBLEM
I’m always late to work

CAUSES
Doing unexpected chores
Going to a late morning workout class
Reading for too long in the morning

ROOT CAUSES
I like relaxing in the morning

THEORY OF CHANGE
Get to work on time

Do chores after work
Exercise after work
Stop reading by a certain time
Wake up earlier

### Step 3: Opportunity Mapping
Using the 1:3:1 Method

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<table>
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<tbody>
<tr>
<td>1</td>
<td>Define Your Problem</td>
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<tr>
<td>3</td>
<td>Brainstorm solutions. Narrow it down to the top 3.</td>
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<td>1</td>
<td>Select the option that is most feasible, viable, and desirable</td>
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Your Turn – Create your Opportunity Map

- As a group, use either the causal chain or 1:3:1 method (or both) to brainstorm solutions.
- Then pick one you want to test.
Step 4: Map it Out
Linking Theory to Actions

Activity/Intervention

Things We Do

Outputs

Short-Term Change

Change in knowledge, skill or access to a resource

Long-Term Change

Change in behavior
So now you have a Theory of Change

So what?

Now it's time to practice and test our theory
Embracing Experimentation
Learn by Doing

Start

End
Successful Experimentation Outline

It's not the Wild West out here...

Basic Guide for an Experiment:

- Can be completed within 8 weeks or less.
- Entirely within the team’s control
- “Safe to try”
- Financially and culturally feasible
- Aims to address a recognized organizational challenge
Your Turn – Outline a Safe to Try Experiment

1. Use the first 2-3 minutes brainstorming different experiments.
2. Select 1 experiment
3. Outline experiment based on prompts
4. Does it meet the "successful experiment" outline?
Feedback Loops
And other essential tools for teaming well while experimenting...
Wrap-up & Reflect

- This tool and process can be applied on various levels.
- Just like a sport or hobby, practicing will help build your skills in this.
- It won't necessarily become easy, but easier and it will allow you to tackle harder challenges.
- Find ways to involve others in your organization or those impacted by or impacting.
Session Goal Recap

- Simplify the theory of change.
- Learn applicable practices to drive change.
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Thank you

Janie Moore

hello@brico.works

www.brico.works