

1 Examine Assumptions**START HERE**

List your assumptions about how change happens

I assume these problems exist because....

I assume right now that the core levers for change are....

2 Define the Problem

How do you currently define the problem?

What are some of the root causes of this problem?

3 History of the Problem

What historical patterns have affected this issue in the past?

What are some new insights on the nature of the problem?

4 Your Vision

What is your vision for a future?

What key societal milestones must be reached for your vision to become reality?

5 Ecosystem & Partners

What are others doing about this problem already?

Other organisations or stakeholder groups

What relationships with other organisations could you build on?

6 You and Your Team

Your strengths, personally or as an organisation

What unique value can you contribute that others can't?
Brainstorm some interventions you could uniquely offer

7 Your Impact Hypothesis

What is the clearest way to state the issue as you understand it now?

What is the intended area of intervention?

What metrics can you use to test if these ideas are effective?