

Introduction to Theory of Change
Friday, September 9, 2011
9:30 – 5:00
Agenda and Details

Location: Birkbeck College, Malet St., ~~Room 541~~ (Building 1 on map)
Entrance: Torrington Square



Cost: 400 USD or 249 GBP
Lunch, Coffee/Tea, and all Training Materials Provided

Participation Limited to 30

Overview

Theory of Change methodology as used in:

- Strategic Planning,
- Team and Capacity Building, and
- Evaluation

for the beginner or intermediate participant.

Target Audience

Philanthropic, Government (local, regional, national), NGO or Corporate Social Responsibility Officers and Managers who need to choose appropriate planning, evaluation and organizational learning tools for their initiatives.

Topics for the Day

- Definition
- When to use TOC
- Benefits and Challenges
- Comparisons to other models, including Logframes and Logic Models
- How to Get Started
- What the Process Looks Like
- What to Expect from a TOC in Practical Use
- Theory of Change Online (including hands-on demonstration and opportunity to set up free registration if desired)

Breakout Workshops (two hours)

- WORKSHOP ONE: *Advanced TOC topics*
This session will be facilitated by Hel ne Clark and cover the use of TOC in a wide variety of sectors and geographic contexts. Examples will include Community Schools in different countries; The Hunger Project in multiple countries; and local community-based initiatives to help identify core components and adaptations.
- WORKSHOP TWO: *TOC in environmental sustainability and socially responsible business*
This session will be facilitated by David Colby and focus on environmental initiatives of NGOs and the business sector, including how to integrate TOC concepts into organizational culture in a business setting
- WORKSHOP THREE: *TOC in the arts and culture voluntary sector in the EU*
This session will be guided peer-learning by members of art and culture organizations in EU countries to discuss application of TOC to their constituents and methods of introducing the process

Background on Theory of Change

Theory of Change, as an outcomes-based, participatory method has evolved from its early days into a rigorous tool for planning, evaluation, and organizational capacity-building.

“ActKnowledge’s Theory of Change is a giant leap forward in transplanting the Theory of Change approach into a highly useful, cutting edge tool for planning and evaluating complex efforts to improve important social outcomes.”

Lisbeth B. Schorr, Director Harvard Project on Effective Interventions, Pathways Mapping Initiative and author of Within Our Reach: Breaking the Cycle of Disadvantage

TOC maps out your initiative through five stages:

- Identifying long-term goals and the assumptions behind them
- Backwards mapping to work out all of the requirements necessary to achieve that goal (outcomes/preconditions)

- Identifying the interventions necessary to achieve the desired outcomes
- Developing indicators to measure progress on outcomes and to assess performance
- Writing a narrative to explain the logic of your initiative in plain language for constituents and funders

The TOC approach to planning is designed to encourage very clearly defined outcomes at every step of the change process. Participants are required to specify a number of details about the nature of the desired change, including specifics about the target population, the amount of change required to signal success, and the time frame over which such change is expected to occur. This attention to detail often helps both funders, grantees and partners reassess the feasibility of reaching goals that may have been vaguely defined, and in the end, promotes the development of reasonable long-term outcome targets that are acceptable and transparent to all parties.

Facilitator/Trainers

Helène Clark is the founder of ActKnowledge and of www.theoryofchange.org and Theory of Change Online. She has facilitated and developed Theories of Change for organizations and initiatives worldwide, teaches TOC methodology to participants, facilitators and evaluators, and publishes and speaks widely on Theory of Change.

Dr. Clark is an urban geographer and environmental psychologist by training, and uses research and evaluation to leverage and influence social change. Specific expertise and experience in using Theory of Change in different countries and local settings, as well as sectors including education, public health and community and international development are included in Workshop One.

David Linwood Colby, Esq. is Director of the UK office for ActKnowledge, as well as manager for global initiatives and socially responsible corporate initiatives. He has led the development of Theory of Change Online, and teaches business and legal ethics to social entrepreneurs at the [Parson's School of Design and](#) Fashion Institute of Technology. Mr. Colby is also an attorney-at-law and serves as ActKnowledge's general counsel.

Specific expertise and experience in using Theory of Change for environmental sustainability and social goals for business are included in Workshop Two.

REGISTRATION FORM

(email to hclark@actknowledge.org NO LATER THAN July 31, 2011;
first come/first serve)

INTRODUCTION TO THEORY OF CHANGE
FOR PHILANTHROPY, GOVERNMENT, REGIONAL, NGO, SOCIAL RESPONSIBILITY SECTORS

NAME:
ORGANIZATION:
ROLE IN ORGANIZATION OR INITIATIVE:
INTEREST/EXPERIENCE IN THEORY OF CHANGE:
WORKSHOP SELECTED:
EMAIL ADDRESS:
PHONE:
CHECK ENCLOSED (please highlight):
YES
NO, PLEASE CONTACT ME FOR PAYMENT

Please note that no refunds are possible, but any cancellations will be credited to permit the participant to attend any similar TOC training scheduled by ActKnowledge at similar or different location.