|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **What is the problem you are trying to solve?** | **Who is your key audience?** | **What is your entry point for reaching your key audience?** | **What steps are needed to bring about change?** | **What is the measurable effect of your work?** | **What are the wider benefits of your work?** | **What is the long-term change you see as your goal?** |
|  |  |  |  |  |  |  |
| **Measurable effect?** | **Wider benefits?** |
|  |  |
| **Measurable effect?** | **Wider benefits?** |
|  |  |
| **Key assumptions** | **Key assumptions** | **Key assumptions** | **Key assumptions** | **Key assumptions** | **Key assumptions** | **Stakeholders** |
|  |  |  |  |  |  |  |