



understand underlying complexity of complex systems in context with existing knowledge and resources



TOOLS

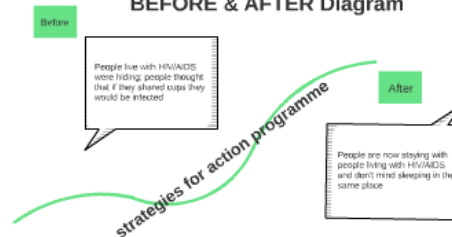
PEST Analysis



SWOT/BEEM Analysis



BEFORE & AFTER Diagram



COMMUNITY DRAMA



Matrix Scoring

	⚠️	⚠️ ²	kids	elders	handicaps
lack of clean water	• • • • •	• • • • •	• • • • •	• • • • •	• • • • •
play ground	• • • • •	• • • • •	• • • • •	• • • • •	• • • • •
📖	• • • • •	• • • • •	• • • • •	• • • • •	• • • • •
🚲	• • • • •	• • • • •	• • • • •	• • • • •	• • • • •



The Problem and Context Harvard Case Solution & Analysis

TheCaseSolutions.com

common understanding of campaign

how to be strategic

active listening

facilitator

power relations

stakeholders

matrix scoring

audience and messaging

brain storming

supporters' journey

The ethnics of accountability

E&M

SMART

Specific/Strategic

Measurable

Achievable

Realistic

Time bound

Achievable
Realistic
Time bound

② **Target**

③ **Channel of influences**
Key messages

④ **Tactics**

⑤ **Approaches**

⑥ **Key dates**
Timeline

⑦ **Framework**
Evaluation & Monitoring

⑧ **Resources**

Program
of
work

?

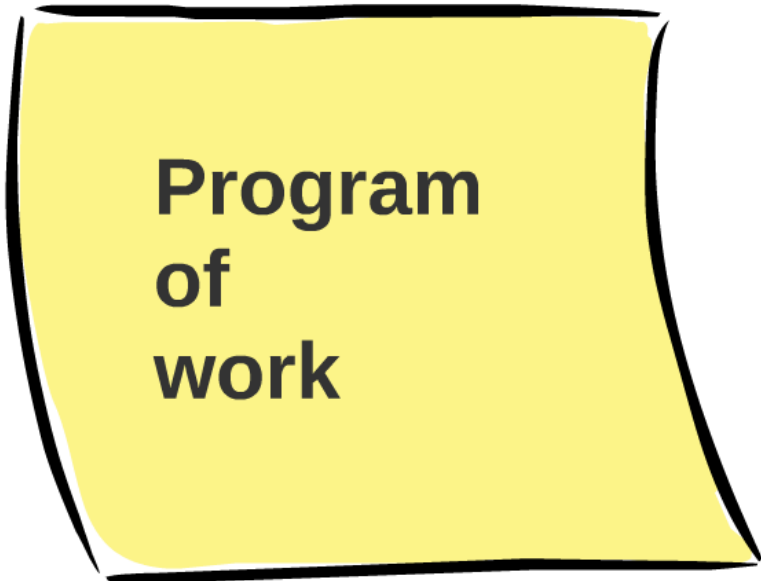
Projects

The Problem and Context Harvard Case
Analysis

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Anal
Prob



**Program
of
work**



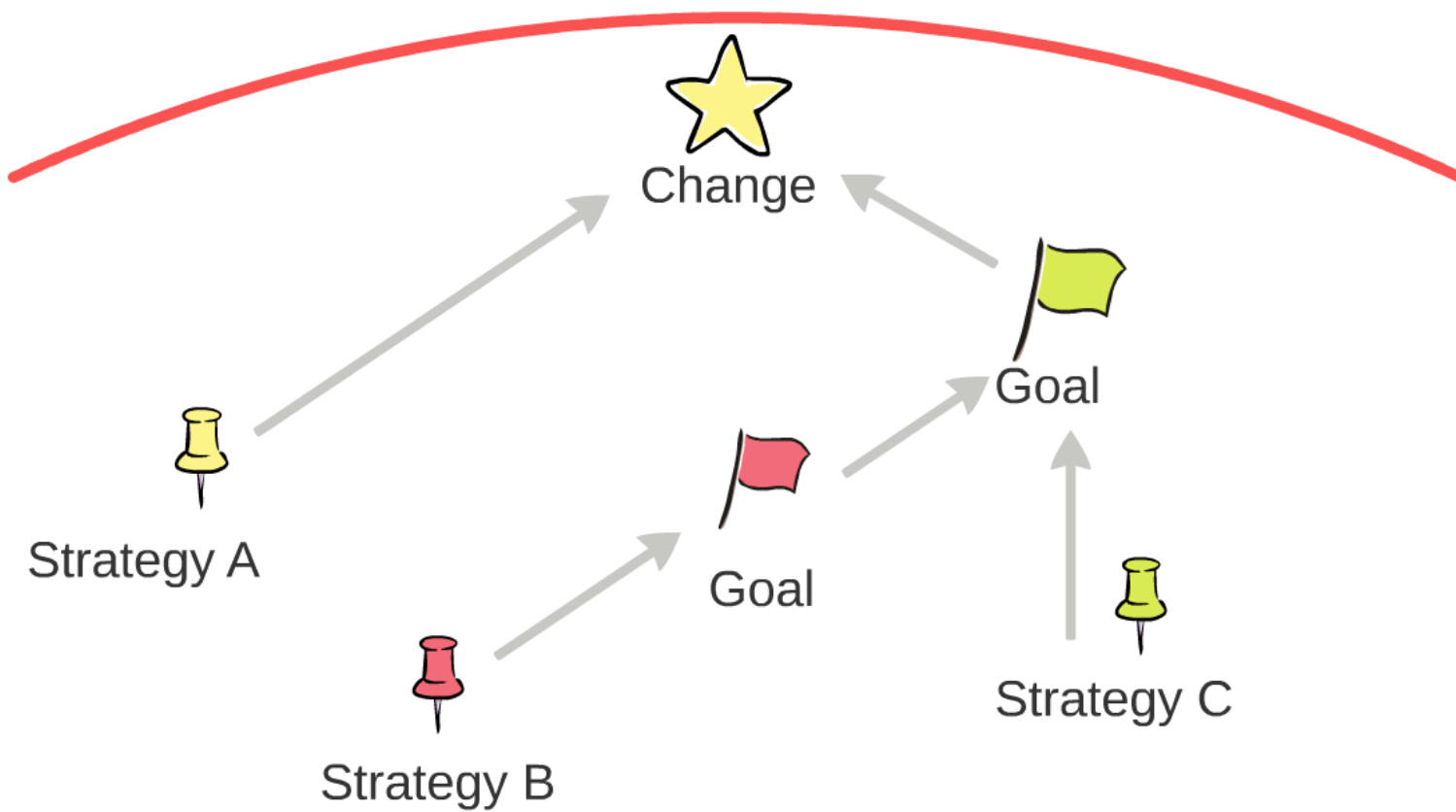
Projects



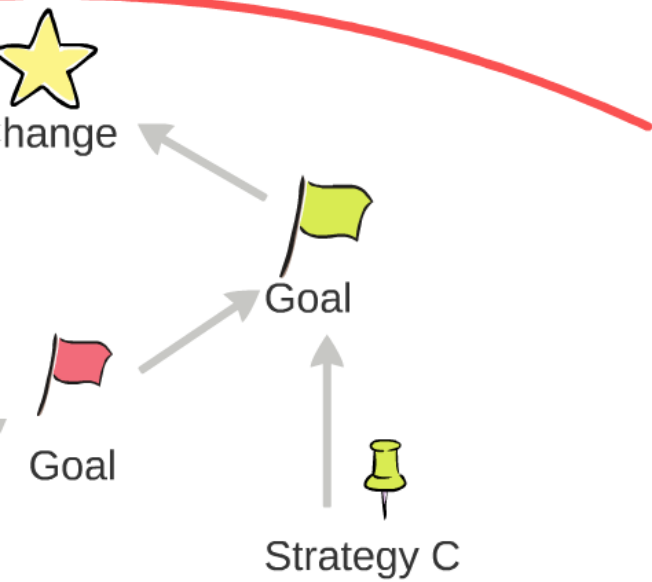
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Theory of Change



y of Change



- Media & Communication
- Lobbying & Advocacy
- Mobilization & Activism
- Human Right Education
- Fund raising

