

HOW TO  
CREATE A  
THEORY OF  
CHANGE

# OBJECTIVES

- To understand what a Theory of Change is and why it is so important
- To understand how to create one
- To understand what makes good quality impact measurement

# 6 PRINCIPLES TO EFFECTIVE IMPACT MEASUREMENT



Involving stakeholders



Understanding what changes



Valuing what matters



Not over-claiming



Transparency



Verifying results

# THE SE100 CHECKLIST



- ✓ Do you have a mission statement?
- ✓ Do you produce an impact report?
- ✓ Do you have a way of measuring the relative social value of your activities?
- ✓ Is your social impact reporting independently assured?
- ✓ Do you include stakeholders in social impact monitoring?
- ✓ Have you made changes to your organisation or service delivery as a result of measuring your social impact?

# MEASURING SOCIAL IMPACT

## The Process

- 1) Creating a Theory of Change
- 2) Developing indicators to measure the change
- 3) Measuring the change



**Stakeholder  
engagement should  
happen at every  
stage!**

# CREATING A THEORY OF CHANGE

**Ideally the first thing you do before designing a project. It must be something you keep using and updating (it's only a theory!)**

- 👍 It enables you to theorise how you might solve a social need or issue
- 👍 It helps to identify the resources you will need
- 👍 It helps to identify ways in which you might measure change happening
- 👍 It helps you articulate your end goals



# CREATING A THEORY OF CHANGE

It must answer the following questions...

- ? *What do you think will happen / is happening as a result of your work?*
- ? *What do your stakeholders think will happen / is happening as a result of your work?*
- ? *What do you want to happen as a result of your work?*
- ? *What do your stakeholders want to happen as a result of your work?*

Why?

- ✓ So you can test the logic of your theory
- ✓ So it can tell you what impact you aren't creating that you thought you were
- ✓ So you can find ways to improve your activity
- ✓ So you can work out what your indicators are

# GETTING YOUR LANGUAGE RIGHT

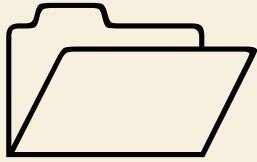
- Use plain terms
- Try to use language that your stakeholders use
- Use language to denote change





NOW YOU'RE READY

Break out task... see handout



# RESOURCES

Social Value UK guides to social impact measurement:

[http://socialvalueuk.org/publications/publications/cat\\_view/198-sroi-network-supplements?limit=5&limitstart=0&order=name&dir=ASC](http://socialvalueuk.org/publications/publications/cat_view/198-sroi-network-supplements?limit=5&limitstart=0&order=name&dir=ASC)

Measuring Social Impact in Social Enterprise

[http://www.can-online.org.uk/uploads/editor/files/Invest/Measuring Social Impact in Social Enterprise report.pdf](http://www.can-online.org.uk/uploads/editor/files/Invest/Measuring_Social_Impact_in_Social_Enterprise_report.pdf)

Theory of Change guidance

<http://www.clinks.org/sites/default/files/TheoryofChangeGuide.pdf>

# THANK YOU FOR TAKING PART!

Any further questions?

[www.mhdt.org.uk](http://www.mhdt.org.uk)

Twitter [@mhdtcommunity](https://twitter.com/mhdtcommunity)

Facebook.com/mhdtcommunity

