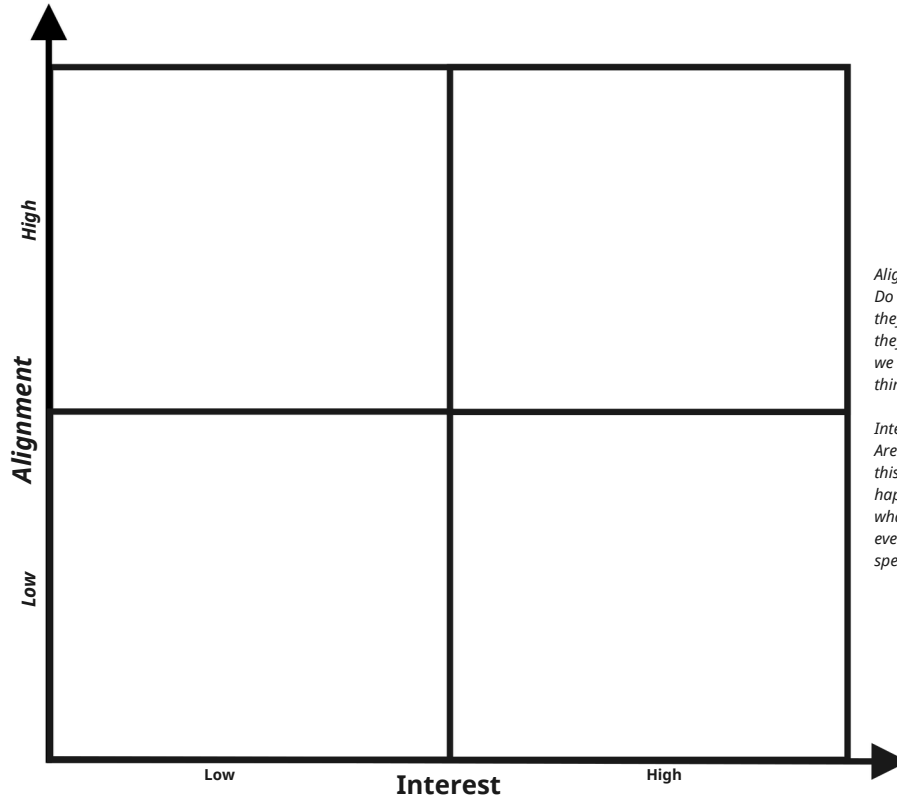


i Guiding Instruction

1. Take your Stakeholders and place them in the 2x2 Alignment- Interest- Influence Matrix
2. Note the reasons for the location. Why are they aligned or interested? How does it show in their behaviours?
3. Start to consider what to do with specific actors. This initial analysis should provide you with an idea about what to do.
4. Prioritize Actors (most important + accessible in two different colours)
5. Develop an intended pathway of change for your target audiences.



Alignment:
Do they agree with our approach? Do they agree with our assumptions? Do they want to do the same things that we think need to be done? Are they thinking what we are thinking?

Interest:
Are they committing time and money to this issue? Do they want something to happen (whether it is for or against what we propose)? Are they going to events on the subject? Are they publicly speaking about this?

Guiding Instruction

Step 1: Present your Persona briefly to the others (1 min)

Step 2: Brainstorming: Go for quantity! Write them down (4 min)

Step 3: Prioritize your HMW-questions with sticky dots: (1 min)
Each team member has three sticky dots to mark the questions with...

- Most significance/impact for the user (persona)
- Best feasibility to be implemented within the TTSchool policy project;
- Wild card - most original

How can we help

(name, occupation)

to

(impact, need)

in a world where

(insights, constraints, opportunities)

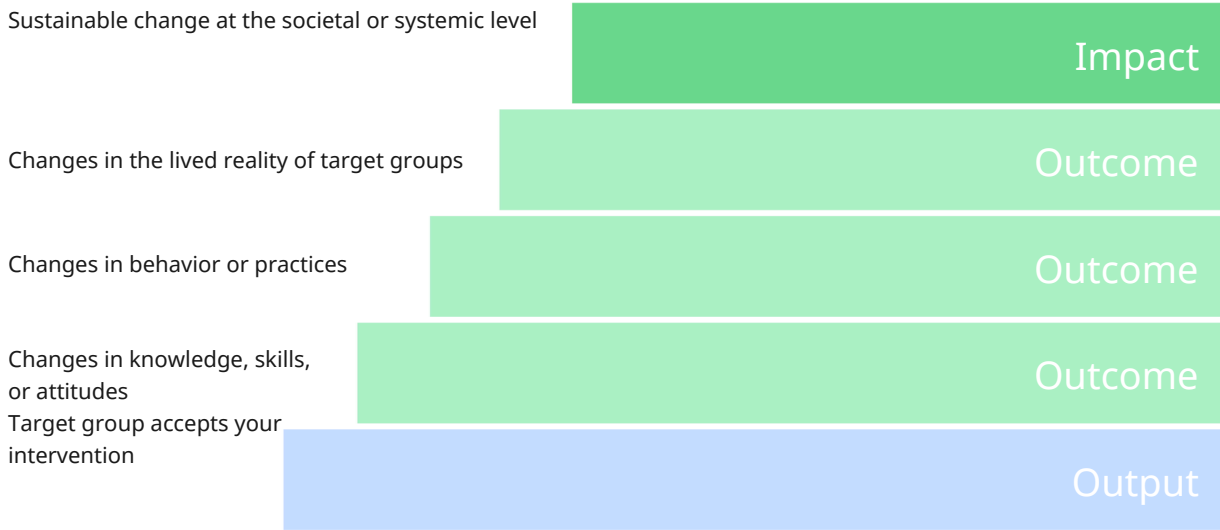
Guiding Instruction

To understand your dynamics of the outcomes, please use your How Might we Statement and see what are the Outputs, Outcomes and Impact.

This model is based on the Impact Ladder by Phineo.

If we help _____ (name, occupation)
to _____ (impact, need)

The effects would be that



i Guiding Instruction

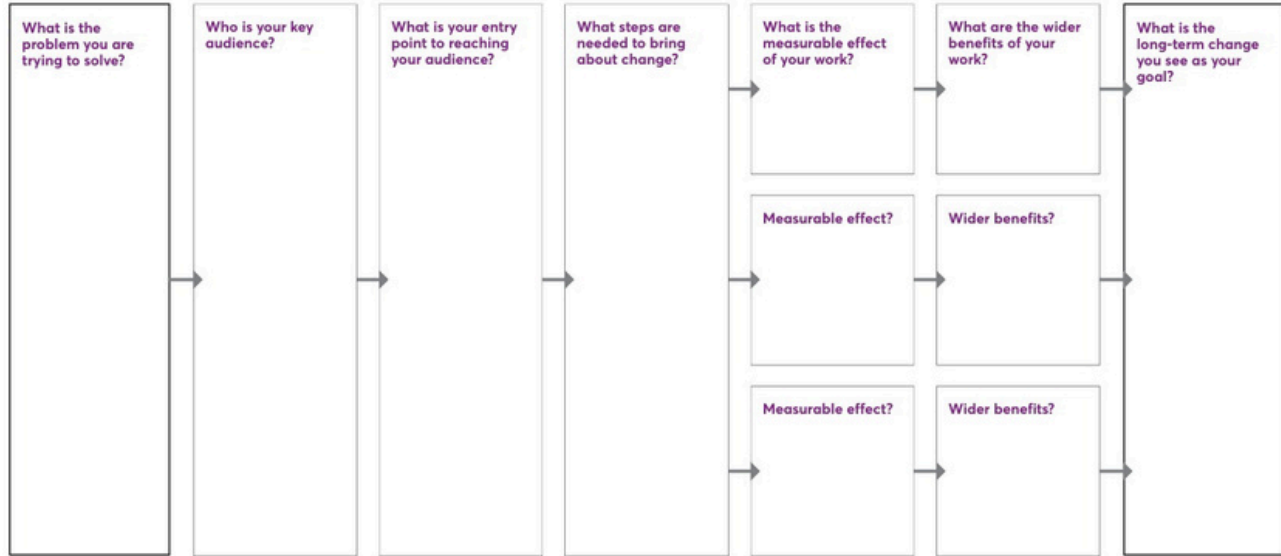
Use all of today's results to write down your impact logic.

Note that "measurable effect" can be tricky in the Think Tank work. Because our target group are often "intermediaries". Focus on how your work affects their thinking or actions.

And think of untraditional impact "measurements" like:

- Your work cited in policy documents or consultations
- Invitations to closed policy discussions
- Shifts in discourse or language used by stakeholders

THEORY OF CHANGE



HMW

Personas

Impact Ladder