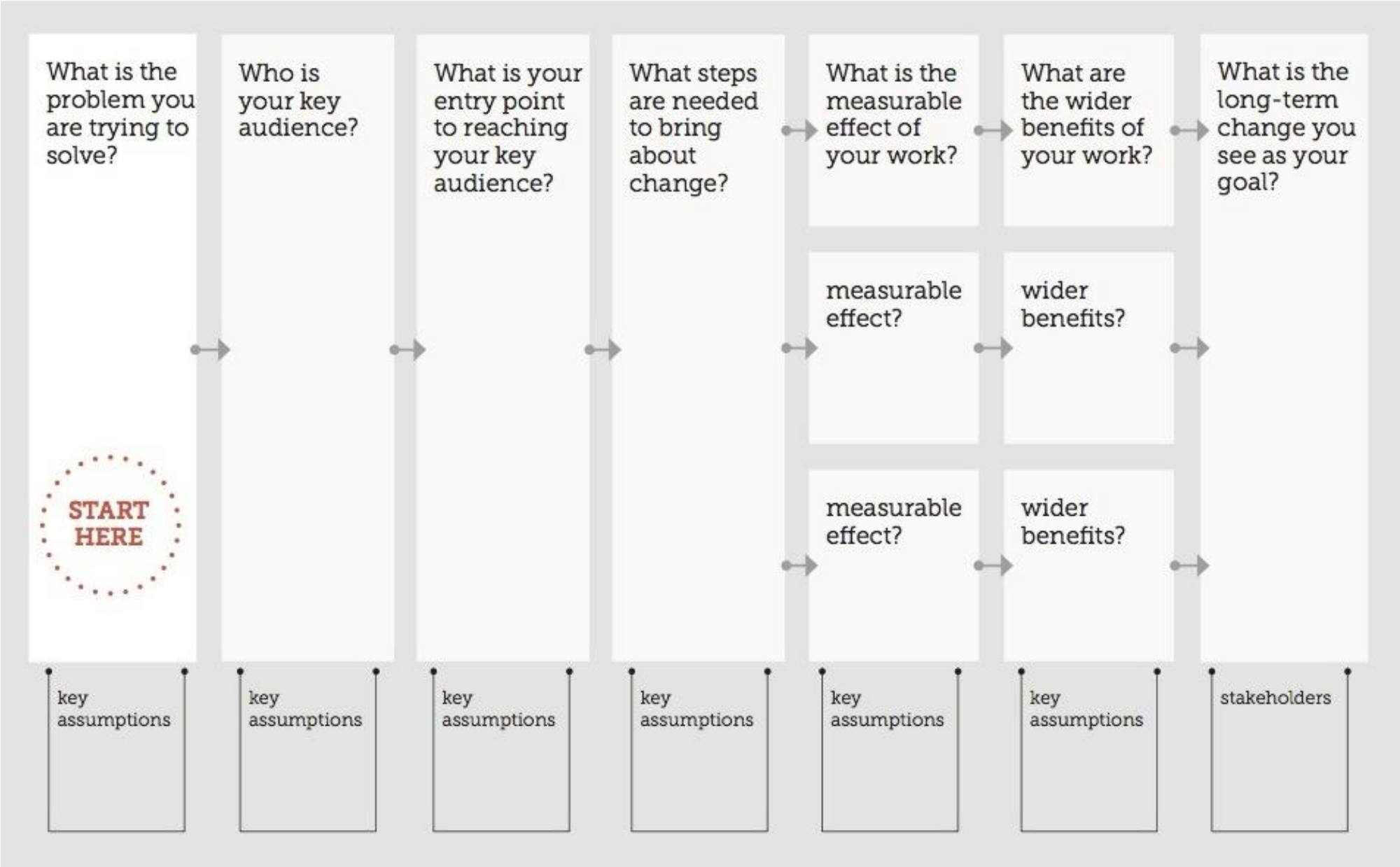
What is the problem you are trying to solve?
START HERE
Who is your key audience?
What is your entry point to reaching your key audience?
What steps are needed to bring about change?
What is the measurable effect of your work?
measurable effect?
measurable effect?
What are the wider benefits of your work?
wider benefits?
wider benefits?
What is the long-term change you see as your goal?
key assumptions
key assumptions
key assumptions
key assumptions
key assumptions
key assumptions
stakeholders