What is the problem you are trying to solve?	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?	What are the wider benefits of your work?	What is the long-term change you see as your goal?
•	•	•	•	measurable effect?	wider benefits?	<b>→</b>
START HERE				measurable effect?	wider benefits?	-
key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	stakeholders