**Turn Strategy into Action with Theory of Change: Learner Guide**

<https://www.webjunction.org/events/webjunction/turn-strategy-into-action.html>

You're getting ready to implement a change at your library, from a new strategic plan to a major project. How do you get your staff, partners, or community to understand and align with this new direction? Theory of Change is a powerful tool to help you define a shared vision that everyone can strive for together, while allowing flexibility and autonomy in how they get there. In this webinar, you’ll learn how one library is using Theory of Change to drive strategic alignment while reducing bureaucracy.

Presented by: Dr Audrey Barbakoff and Alison Eckes

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Moving towards a Theory of Change**  |
| Consider how you implemented or responded to a recent change at the library and reflect on how a Theory of Change could inform how you approach change for future efforts. Remember: Progress not perfection. Using Theory of Change is a *practice* and requires ongoing learning and application. |
| **Incorporating Theory of Change into your work** |
| How can you incorporate the concepts of Theory of Change into your planning? This can include adding small prompts, e.g. What need are we trying to meet? What are we working to achieve? And are there alternatives we could consider to meet that need? Brainstorm other prompts to add to your planning: |
| **Aligning with strategic planning** |
| When planning changes to specific services or programs, be sure the needs and intentions align with your library’s strategic plans. Review your library’s most recent strategic plan and highlight the ways that your service and programming priorities align with the plan.Consider how the potential outcomes and impacts might support the strategic plan, and how they might become part of the library’s success story.Remember to:* Center community needs (human-centered design)
* Align resources for greatest impact (internally and through community coalition-building and partnerships)
* Effectively share the library’s story (advocacy)
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| **Theory of Change in practice** |
| Use the Theory of Change model to create a framework to present your new idea. **Impact:** What difference am I trying to make in the community?**Outcome:** What difference might I see in my end users that would tell me we were making real progress towards that impact?**Output:** What measurement(s) would help me visualize that progress?**Action:** What programs or services could I design to achieve those measurable targets?**Input:** What resources do I need to make those programs, services, or partnerships happen?* Strategic alignment check: Read it bottom-up using a “so that” chain. Does it still make sense?
* Remember to find your early adopters! (create teams better positioned to do this work)
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| **Action Plan: (include next steps, who, when, etc.)** |
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