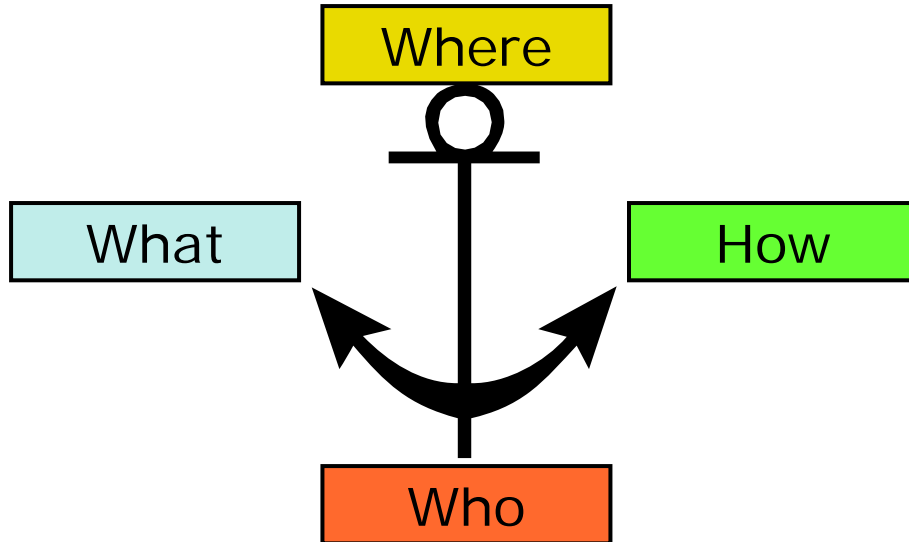


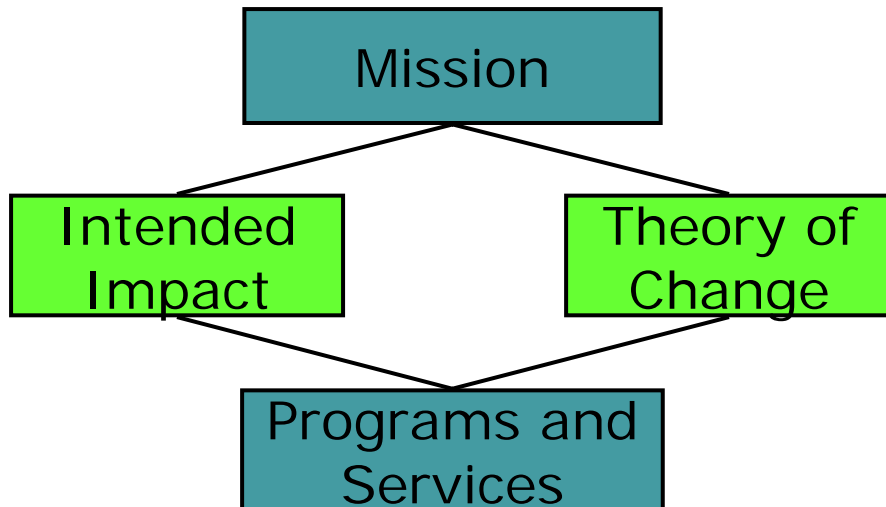
Anchor point



Circle your anchor point and describe it below:

How do the other elements link to (or follow from) your anchor point?:

Intended impact/theory of change



Draft intended impact (who, what):

2 or 3 core elements of theory of change (how):

Decision framework

Intended Impact/TOC alignment	High	Requires funding	Clear winner
	Low	Potential distraction	Generates funding
		Negative	Positive
		Financial contribution (Revenue – Cost)	