

# WORKSHEET 1

# CLARIFYING PROJECT FRAME

# & IMPACT

What is the frame you work in?  
How do you know that you trigger impact?

# WITH INSTRUCTION TEXTS

Fill out the text



Follow the instructions displayed in the yellow callouts.

# 1 CLARIFY THE ENVIRONMENT

Fill out the text

## PROJECT

Project name: .....

Objective of project:

- Design new intervention
- Improve existing intervention

If you would meet a stranger in an elevator, how would you explain what is your project about?

.....  
.....  
.....  
.....

## ORGANISATION

Organisation name: .....

Objective type:

- Startup
- Idea
- NGO
- Company
- Other: ....

## ROLES

Your role in the organization: .....

Your role in the project: .....

With who do you collaborate in the project:

.....  
.....

# 1 CLARIFY THE ENVIRONMENT

Fill out the text

## EXPECTATIONS

What do you want to learn from this guide?

.....

.....

.....

## PROJECT

What are the challenges of your project?

.....

.....

.....

## RESOURCES

Which resources do I have and may need? Which limitations does the project have?

WHAT	EXISTING RESOURCES	REQUIRED RESOURCES	LIMITATIONS
Time			
People (skills & knowledge)			
Solutions			
Infrastructure (supporting system)			

Fill out the table

# PLAIN VERSION

# 1 CLARIFY THE ENVIRONMENT

**PROJECT**  
Project name: .....

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- Design new intervention
- Improve existing intervention

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Objective type:

- Startup
- Idea
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- Company
- Other: ....

**ROLES**  
Your role in the organization: .....

Your role in the project: .....

With who do you collaborate in the project:

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# 1 CLARIFY THE ENVIRONMENT



## EXPECTATIONS

What do you want to learn from this guide?

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## PROJECT

What are the challenges of your project?

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## RESOURCES

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# 2 IMPACT FOR THE COMMON GOOD

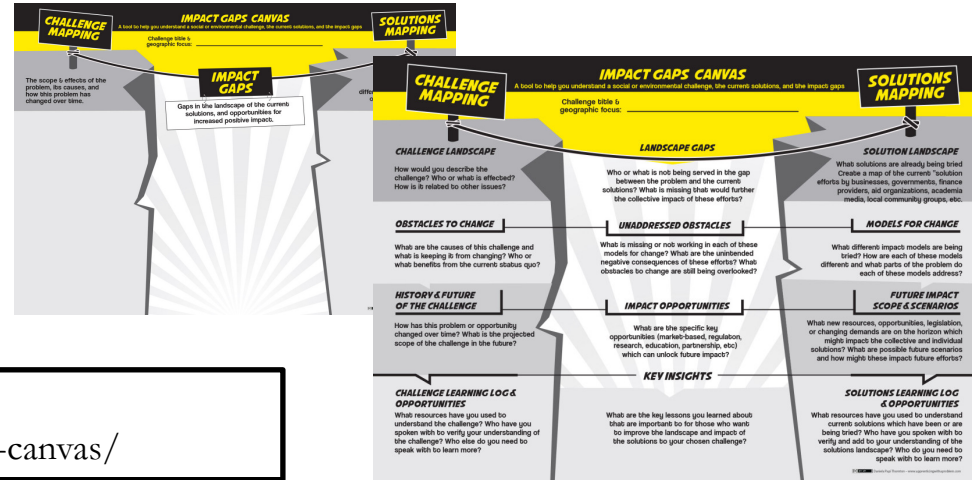
## 1. IMPACT SOLUTION GAPS

### PROCESS:

1. DOWNLOAD THE GUIDING QUESTIONS
2. FILL OUT THE IMPACT GAPS CANVAS
3. RESEARCH INFORMATIONS
4. IDENTIFY YOUR IMPACT GAP

### 1. DOWNLOAD THE GUIDING QUESTIONS

<http://tacklingheropreneurship.com/the-impact-gaps-canvas/>



### 2. FILL OUT THE IMPACT GAPS CANVAS

- **Understand the challenge:** What is the scope & effects of the problem, its causes and how did the problem change overtime. Who is involved in the problem?
- **Understand present solutions:** What are the present solutions? What are their effort, models, future opportunities & threats?
- **Find impact gaps:** What are the gaps of the present solutions and missed opportunities for positive impact? Why is the problem not solved yet and what is needed to address it?

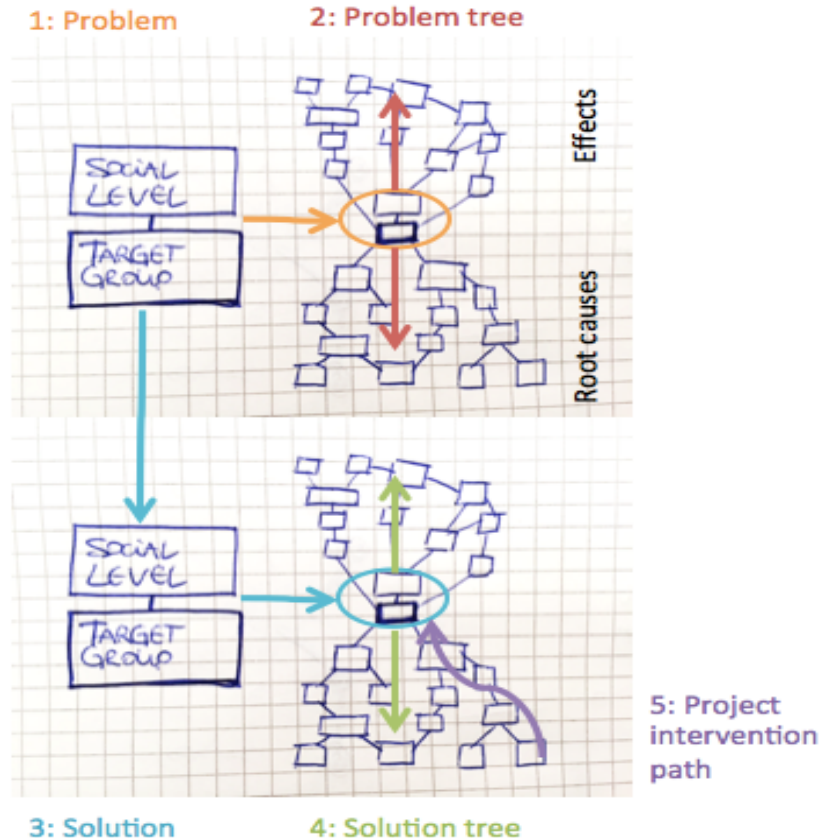


# 2 IMPACT FOR THE COMMON GOOD

## 2. PROBLEM-SOLUTION TREE

### PROCESS:

0. DOWNLOAD EXPLANATIONS
1. CO-DEFINE THE CORE PROBLEM
2. FIND PROBLEMS' ROOT CAUSES & EFFECTS
3. FIND SOLUTIONS' ROOT CAUSES & EFFECTS
4. IDENTIFY PROJECT IMPACT PATH



# 2 IMPACT FOR THE COMMON GOOD



## 2. PROBLEM-SOLUTION TREE

### 0. DOWNLOAD EXPLANATIONS

Download the “Impact Navigator” manual of Phineo. In chapter 1 you find different helpful exercises, as well as the problem-solution tree.

<https://www.phineo.org/themen/social-impact-navigator>

### 1. CO-DEFINE THE CORE PROBLEM

- **Identify all relevant stakeholders:** Who is involved in the issue you want to tackle? Who is causing it, who suffers from it, who is indirectly impacted, who is already trying to solve it?
- **Jointly understand the issue:** What is the issue about for different stakeholders? What are their interests, fears and hopes?
- **Define the problem:** Define the problem on a social level by asking why is this an issue for society, and on the level of the target group, by asking what is the happening to the target group?

## 2. FIND PROBLEMS' ROOT CAUSES & EFFECTS

- **Identify the root causes** of the problem by asking "What is causing this problem?". Write the answers on post-its below the problem. Then ask again "What is causing this?" by every post-it. Repeat the same process until you don't have anymore answers. Link the different causes based on their causalities.
- **Identify the effects of the problem** on your target group by asking "How is the problem affecting the life of the target group?". By each answer ask again: "How is this affecting the life of the target group?"

## 3. FIND SOLUTIONS' ROOT CAUSES & EFFECTS

- **Identify the core solution** by rephrasing the core problem in positive terms both on the general social level and the target group level.
- **Identify the root causes** of the solution by asking "What causes the situation to be like this?". Look at the problem three and rephrase all causes of the problem in positive terms
- Identify the effects of the solution on your target group by asking "How is the solution affecting the life of the target group?". Rephrase all negative statements in positive ones

## 4. IDENTIFY PROJECT IMPACT PATH

- In the solution three identify which root causes of the problem and solution will you affect with your project.
- Define which root causes are not in the scope of your project and which ones you may have to tackle even if you did not so far. Identify with who you could collaborate in order to create synergies.

# 2 IMPACT FOR THE COMMON GOOD

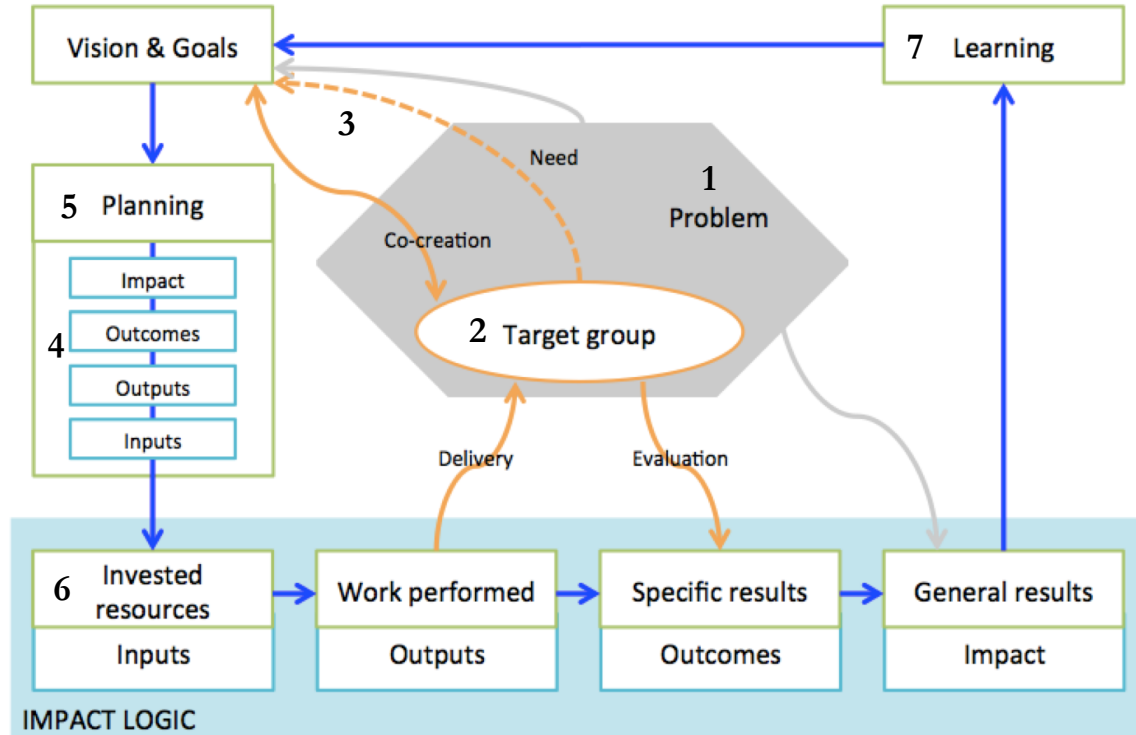
## 3. IMPACT LOGIC

### PROCESS:

0. DOWNLOAD EXPLANATIONS
1. UNDERSTAND THE PROBLEM
2. IDENTIFY YOUR TARGET GROUP
3. CO-DEVELOP VISION & GOALS
4. DEFINE IMPACT LOGIC BACKWRDS
5. PLAN PROJECT & IMPACT MEASUREMENT
6. IMPLEMENT ITERATIVELY
7. LEARN

### 0. DOWNLOAD EXPLANATIONS

Download the “Impact Navigator” manual of Phineo. The manual guides you along every step of your impact logic in detail.  
<https://www.phineo.org/themen/social-impact-navigator>



# 4 TAP INTO YOUR PERSONAL NORTH STAR



## WHY? WHY? WHY?

### PROCESS:

0. UNDERSTAND THE METHOD
1. PERSONAL MOTIVATION
2. TEAM MOTIVATION
3. FIND TENSIONS & CLARIFY

### 0. UNDERSTAND THE WHY? WHY? WHY? METHOD

- The Why? Why? Why? method is used in order to uncover underlying causes and motivations.
- Two people do the exercise together. One person answers up to five times the question Why? related to a defined focus. The person acts as a coach. His task is to listen very carefully to the replies, and to subsequently adapt the way the Why? questions are formulated. For example by asking “What is in the heart of this?”
- Afterwards the two people exchange the roles.
- If questions and thoughts arise in the mind of the coach he can use the “parking technique”. It consists of asking a thought to get away from the focus and promise to come back to it later. This allows to listen with complete attention.

# 4 TAP INTO YOUR PERSONAL NORTH STAR



## WHY? WHY? WHY?

### 1. PERSONAL MOTIVATION

- Together with a team member or a friend do the Why? Why? Why exercise. It may take you 30minutes to 1 hour.
- The focus of the exercise will be:  
    Why am I doing this project?
- At the end of the exercise write on a piece of paper your truth, authentic motivation to do the project.



### 2. TEAM MOTIVATION

- The motivation for doing a project of each team members will be different. Identifying the common motivation of the team, including the personal motivation of each member helps to create alignment towards a common objective.
- Each team member find their personal motivation
- Each team member writes on post-its different personal motivations to do the project.
- The post-its of every team member are attached on a poster and grouped in different motivations teams
- At the end one sentence summarizing the team motivation is formulated

# 4 TAP INTO YOUR PERSONAL NORTH STAR



WHY? WHY? WHY?

## 3. FIND TENSIONS & CLARIFY

- After identifying the motivation of the team also the official motivation of the organization is displayed on a poster
- Differences between the motivation and objectives of each team member, the team and the organization are identified.
- Potential tensions between priorities and allocation of resources as well as “no goes” are discussed.
- If required next steps to address the tensions are discussed.