Visualize Your Strategy and Take Action

Annie Felix-Gerth | Water Programs Coordinator
Julie Westerlund | One Watershed, One Plan Coordinator
• Successful outcome = strategy

• A logic model can help you visualize your strategy

• The process creates dialogue and shared expectations
Current

Future
How do you get there?
**Inputs**
What you invest

Money
People
Partnerships
Tools

**Outputs**
What you do
Who you reach

Projects
Programs
Participation

**Outcomes**
The change you will make

Learning
Action
Resource Condition
Inputs
- What instructors invest

Outputs
- What instructors do
- Who we reach

Outcomes
- The change instructors will make

Time
- 75 –minute session @ conference

Colleagues
- 60 Attendees

Room
- Projector

Paper

You learn how to build a logic model
Inputs

Outcomes

Outputs

Short-term (learning)

Mid-term (action)

Long-term (resource condition)
What is your situation?
Describe outcomes, sort

**Outcomes**

- **Short-term** (learning)
- **Mid-term** (action)
- **Long-term** (resource condition)
Describe inputs and outputs

Inputs
What you invest
Money
People
Partnerships
Tools

Outputs
What you do
Who you reach
Projects
Programs
Participation
Putting it together

Check your model

• Does it address your situation?
• Are the outcomes realistic?
• Do the outputs lead to outcomes?
• Do you have the resources you need?
• Successful outcome = strategy

• A logic model can help you visualize your strategy

• The process creates dialogue and shared expectations