

# Tips for using your Theory of Change

- 1 Use your ToC as a lens to focus evaluation activities.** This tool helps its users to maintain the scope and priorities of the evaluation, which is especially useful when working with people new to the organization. Once the evaluation is complete, the ToC can facilitate the understanding of findings within the context of the organization's current work and vision for the future.
- 2 Experiment with your ToC to improve it.** Just like trying different outfits on a doll, you could try the ToC on various documents, practices, or communication products. See how well it brings it life, or to what extent the ToC clashes. For example, try to see how a recent evaluation report stands up to the test of the ToC. What insights emerge when you try it on? What would you change about the program, evaluation, or the ToC?
- 3 Use games to avoid ToC fatigue.** Creating a ToC and using it as a framework for evaluation and communication all the time can be exhausting. To overcome this, be creative to change how your intended users see the ToC components and their meaning. For example, at The Improve Group, we created a puzzle game in which participants would match ToC components with evaluation evidence of their successes for reporting and future planning.

