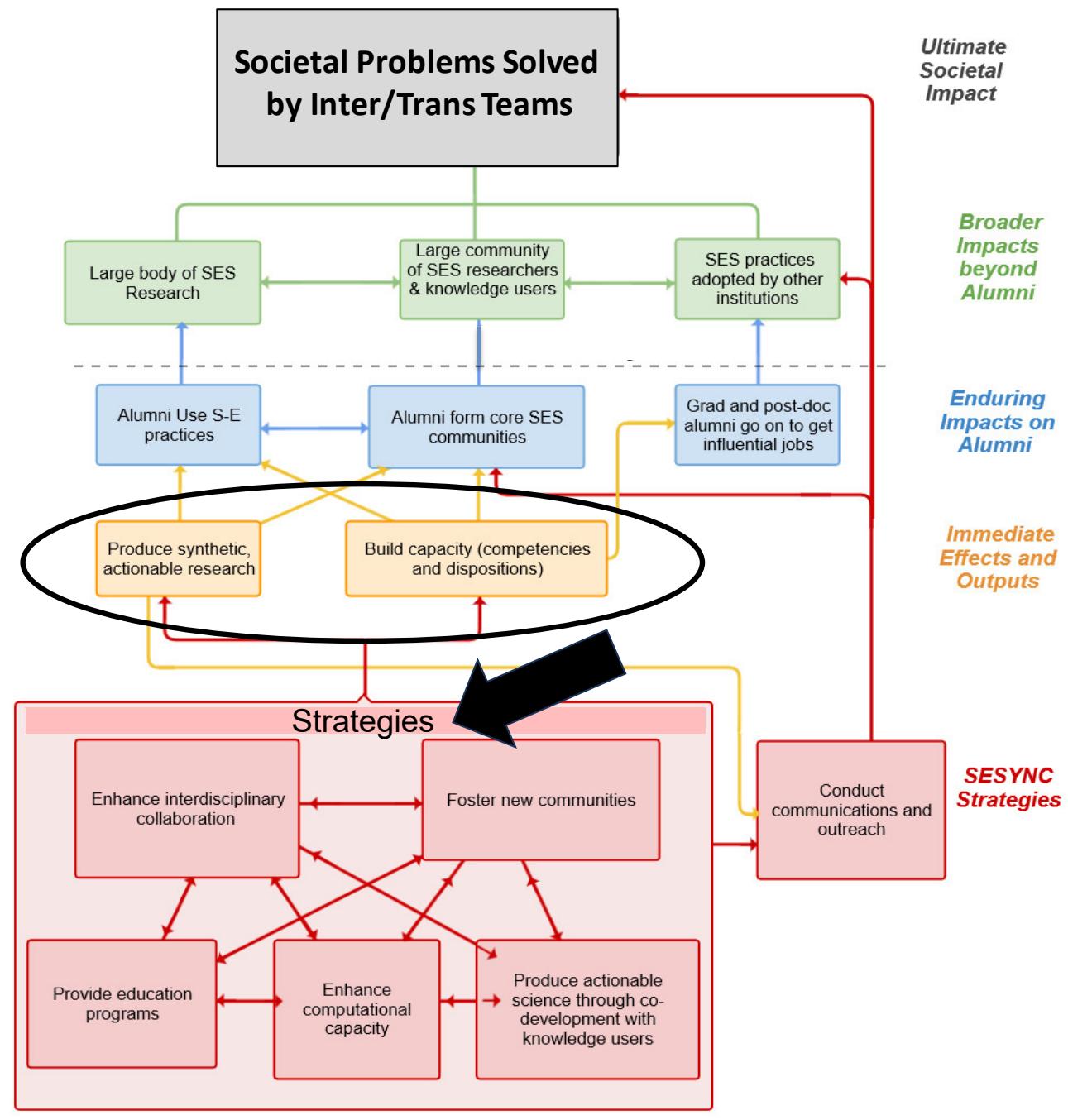




Theory of Change to achieve impacts

Margaret Palmer







a few lessons learned

1. A problem orientation promotes novel collaborations
2. Identifying the broader context and causal paths shifts thinking
3. Sticks lead people to change but many need help to get there
4. A reward is motivating but it doesn't have to be \$
5. Social investments reinforce change for long term success



Thank you

