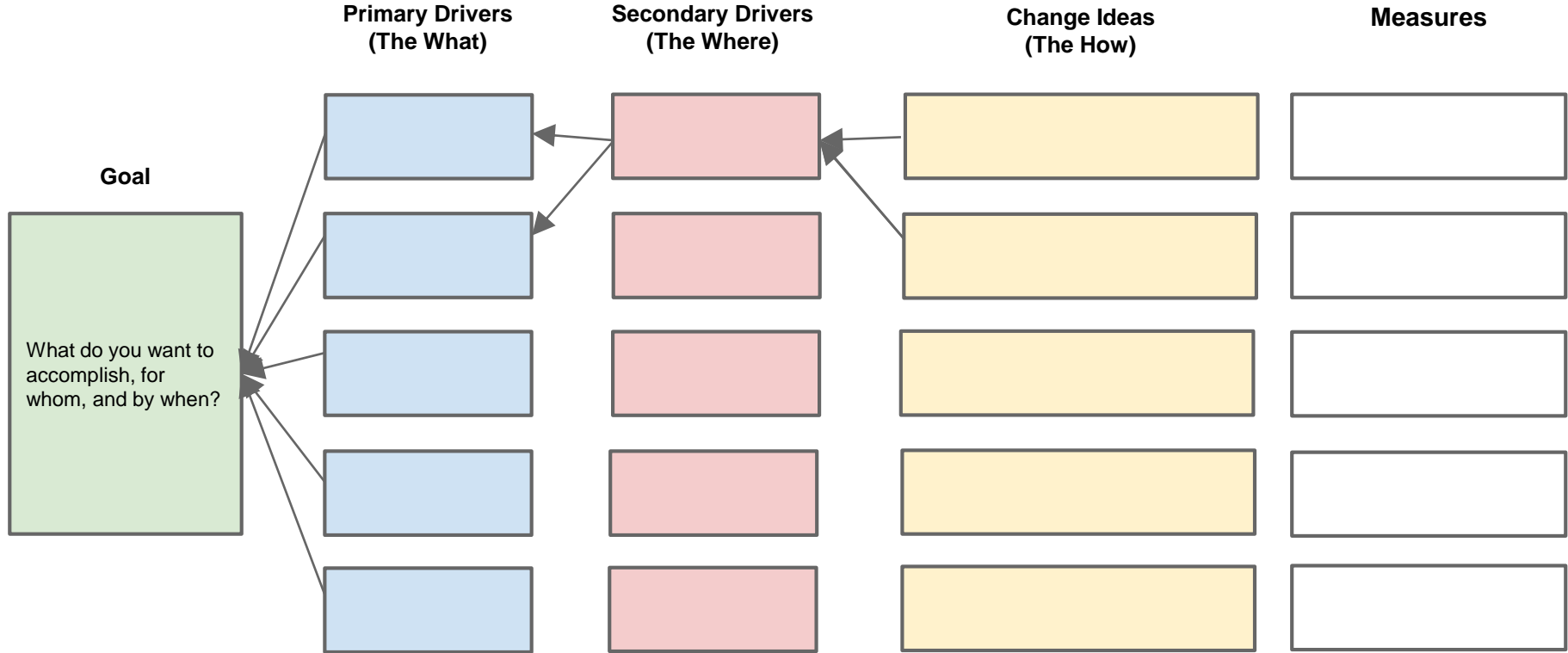


Title: Theory of Action for X



If we want to improve [GOAL], then we need to focus on [PRIMARY], through [SECONDARY], and one way to do that is [CHANGE IDEA].

Definitions and Directions

Some helpful definitions:

- **Goal** = what you want to accomplish, for whom, and by when
- **Primary Drivers (the what)** = what you need to focus on to achieve your Goal
- **Secondary Drivers (the where)** = where in your system (the existing structures/processes) you should focus your energies to effect the Primary Drivers
- **Change Ideas (the how)** = what you can try and test/refine

Once you have identified your Primary Drivers, Secondary Drivers, and Change Ideas you can use arrows to link them together. Using the sentence in the left bottom corner of the first slide can help identify chains of causation.