

Mulago DIF Worksheet 2018



Mission

8 words
verb/target/outcome
what - not how
specificity + scope
specific but generic

Big Idea
We:

the "by". not generic
we-do/they-do
action driving action
the core actions

They:

Outcome

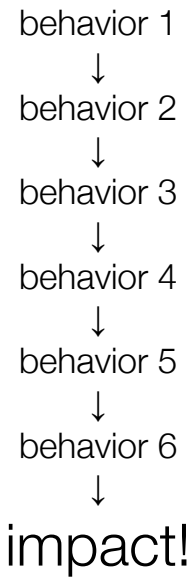
just one
best describes
mission fulfillment

Behavior
(map it out on the next page)


Behavior

 map it


who must do what
not attitudes/knowledge
all the way to impact
them, not you





Intervention


 behavior 1

can do/will do
motivation
ability
lasting


 behavior 2

 behavior 3


 behavior 4


 behavior 5


Intervention p2


 behavior 6

can do/will do
motivation
ability
lasting

 behavior 7

 behavior 8

 behavior 9

 behavior 10


 Doer @ Scale


just one is best
you
lots of NGOs
lots of businesses
government


 Payer @ Scale

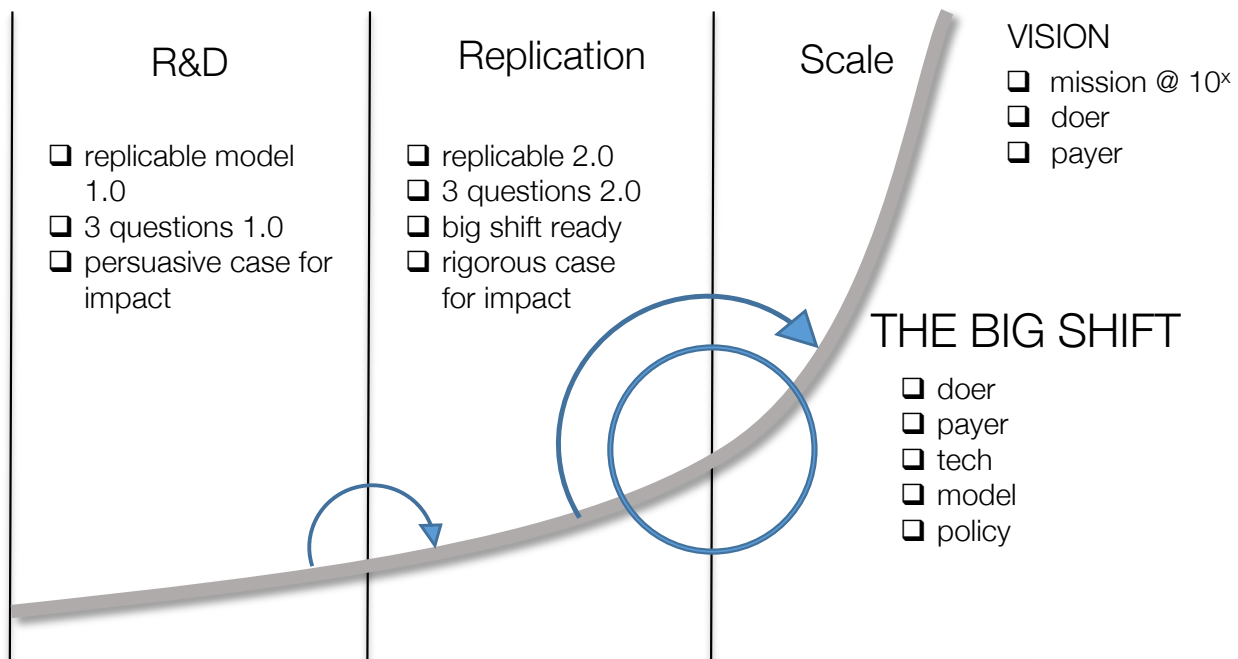
just one is best
customers
txes
big aid
philanthropy

Scalability

 big enough

 simple enough

 cheap enough



Notes