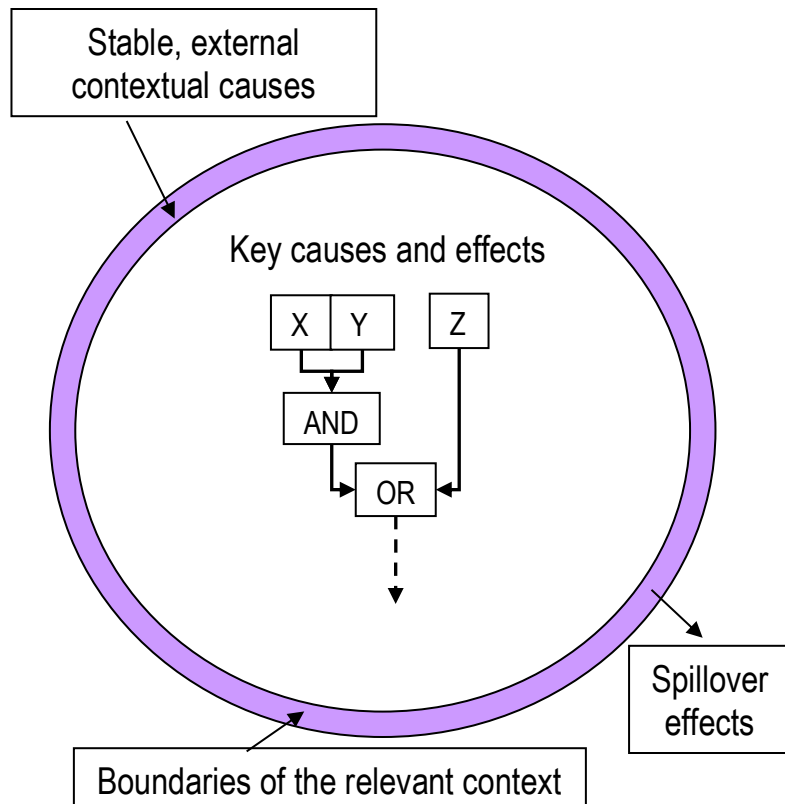


When your most urgent priority is to discover the relevant issues in a one-of-a-kind situation

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ZOOM IN

to key causes and effects in a specific context

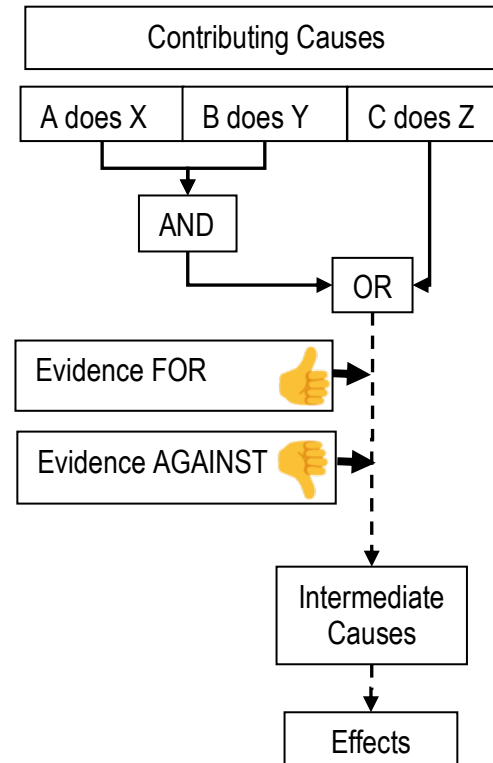


Note that these self-imposed boundaries are unknown at the start of a project:

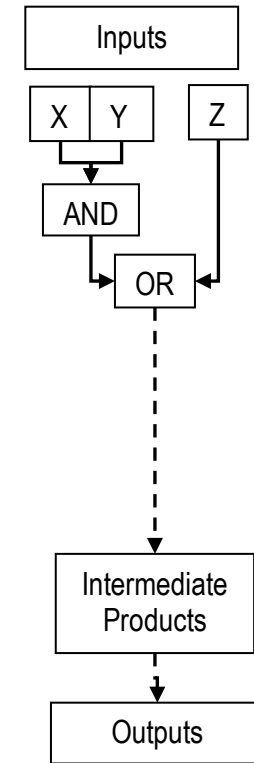
The boundaries of a specific context, or "case," are not prespecified. They are discovered through investigation. That is because "at the start of the research, it is not yet quite clear ... which properties of the context are relevant and should be included in modelling the phenomenon, and which properties should be left out." (Swanborn (2010) *Case Study Research: What, Why, and How?* p. 15)

FAST FEEDBACK

Evolving Theory of Change



Value Chain



1. Articulate a chain of cause(s) and effect(s). Distinguish between necessary ("AND") and sufficient ("OR") causes.
2. Focus on the contributing causes that are most important and least well understood. Search for evidence FOR or AGAINST these critical links. As you learn, revise and replace them.
3. Keep doing that, again and again. Collect-analyze-design-act-evaluate *at the same time*.