

**THE 7 ESSENTIALS ESSENTIALS**



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# Exercise 1. Impact challenge

**PART 1A. LIST YOUR MAIN 1-3 IMPACTS**

|  |  |  |
| --- | --- | --- |
| 1 | Please list your main expected 1-3 impacts |  |
| 2 | Why is capitalisation important for your project? |  |

**PART 1B. For each impact (positive change) listed in Part A, fill in the table below.**

|  |  |  |
| --- | --- | --- |
| POSITIVE CHANGE\* | Describe the impact |  |
| HOW\* | Describe what you will do to create that positive change. |  |
| TAKERS | Those groups who will adopt and reuse the work that leads to the positive change. |  |
| END USERS | Those that will ultimately benefit from the positive change. |  |
| SCALE | Figures for the scale of the positive change you will create during or after your project.  |  |
| WHEN | Timeframe for when the positive change will happen.  |  |

\*Mandatory elements

STEP 2: Develop an impact statement using the first two (mandatory) elements:

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|   |

STEP 3: Try improving your statement by adding one or more of the last four (optional) elements:

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Exercise 2. Identify relevant work

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| --- | --- |
| **Please list specific products that can be transferred, replicated, and/or scaled up (strategies, action plans, and pilot actions / solutions such as tools, techniques, policy briefs, etc.)** | **Impact level****1 (low) - 5 (high)** |
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Exercise 3. Know your takers

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| --- | --- | --- | --- | --- |
| **Product**Enter your top priority project from Exercise 2 | **Takers**For example, public sector agencies  | **Taker sub-groups**For example, specific roles or departments  | **What do you know about them?** What are their goals and priorities?What are their challenges and frustrations? How and where do they get their info?What kind of budget do they have?What makes them happy? | **Why would they care about the product? What’s in it for them?**Would your product help them with their own goals and agendas?  |
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**Exercise 4. Engage with your takers**

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| --- | --- | --- | --- |
| **Takers** | **Best ways to reach and engage with takers** |  **Multipliers who can reach more takers** | **Ways to engage multipliers** |
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**Exercise 5. Build your case**

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| **Product** | **Takers** | **What would convince takers to adopt your work? Consider the barriers and how to overcome them.**  |
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**Exercise 6. Wrap your work**

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| **Product** |  **Takers** | **Key communication products & actions** |
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**Exercise 7. Help your takers along**

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| **Product** |  **Takers** | **Challenge / barrier** | **How to help the takers past the challenge** |
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**Exercise 8. Create a road map**

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| --- | --- | --- | --- |
|  | **Action** | **Time** | **Responsible** |
| **1** |  |  |  |
| **2** |  |  |  |
| **3** |  |  |  |
| **4** |  |  |  |
| **5** |  |  |  |
| **6** |  |  |  |
| **7** |  |  |  |
| **8** |  |  |  |
| **9** |  |  |  |
| **10** |  |  |  |

