

# “So That” Chain: Linking Goals, Strategy & Outcomes

Worksheet



2021

# “So That” Chain: Linking Goals, Strategy & Outcomes

There are many tools and approaches organizations can use to explore the long-term, community-level impact of their work. But before you start working on your logic model, outcome map or Theory of Change, it may be a better use of time to take a step back and identify what your big-picture goals are, and how your current organizational strategies support you to achieve those goals. This worksheet creates a simple “so that” chain, clearly linking your strategy, with outcomes that build towards your ultimate goal.

## Process Overview

1. **GOAL:** Start with the end in mind by focusing on a simple question: **What is the ultimate goal of your work?** The answer to this question might be a complex policy-related change, a statement of impact, or another measure of success.

Responses to this question might be:

- The Province of BC adopts a Social Policy Framework.
- We have a safe community with positive, healthy, relationships.
- Children in the province are healthy.
- Historically informed music inspires the entire community.

2. **STRATEGY:** Once you’ve identified your end goal, reflect on the work you are currently doing or plan to do that supports you in achieving that goal. This should be connected to your mission. Think to yourself: **What work do we do now or will we do in the future to reach our ultimate goal?**

Examples of strategy statements might be:

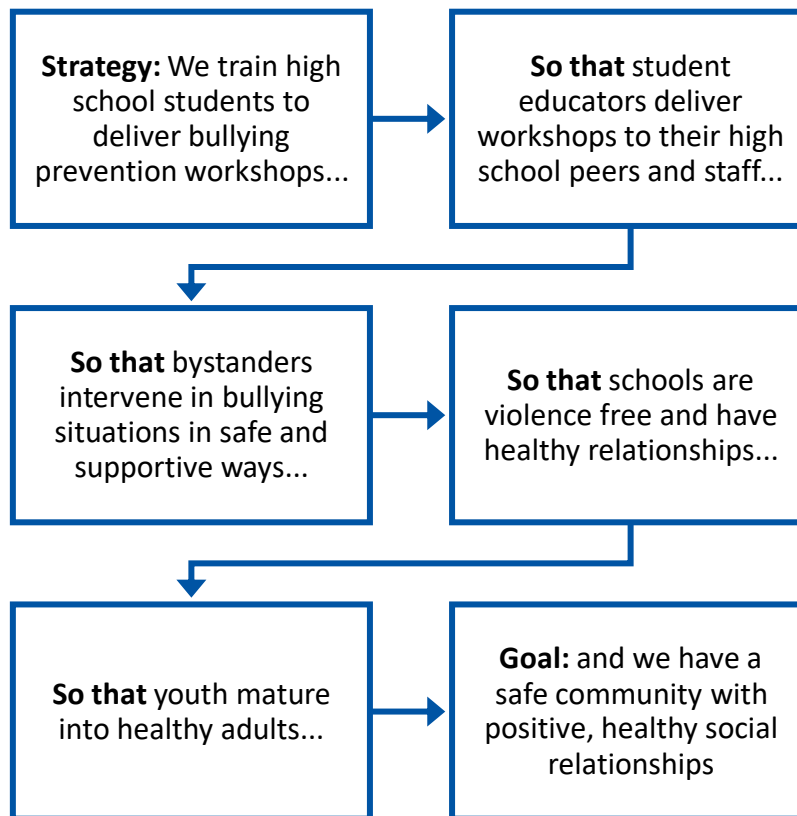
- Train selected High School students to deliver bullying prevention training.
- Provide after school literacy program for elementary students.
- Deliver engaging performances of historically informed music by professional artists.

3. **OUTCOMES:** The final step is to think about the outcomes that need to happen to link your strategy to your goal. What changes will take place because of your work?

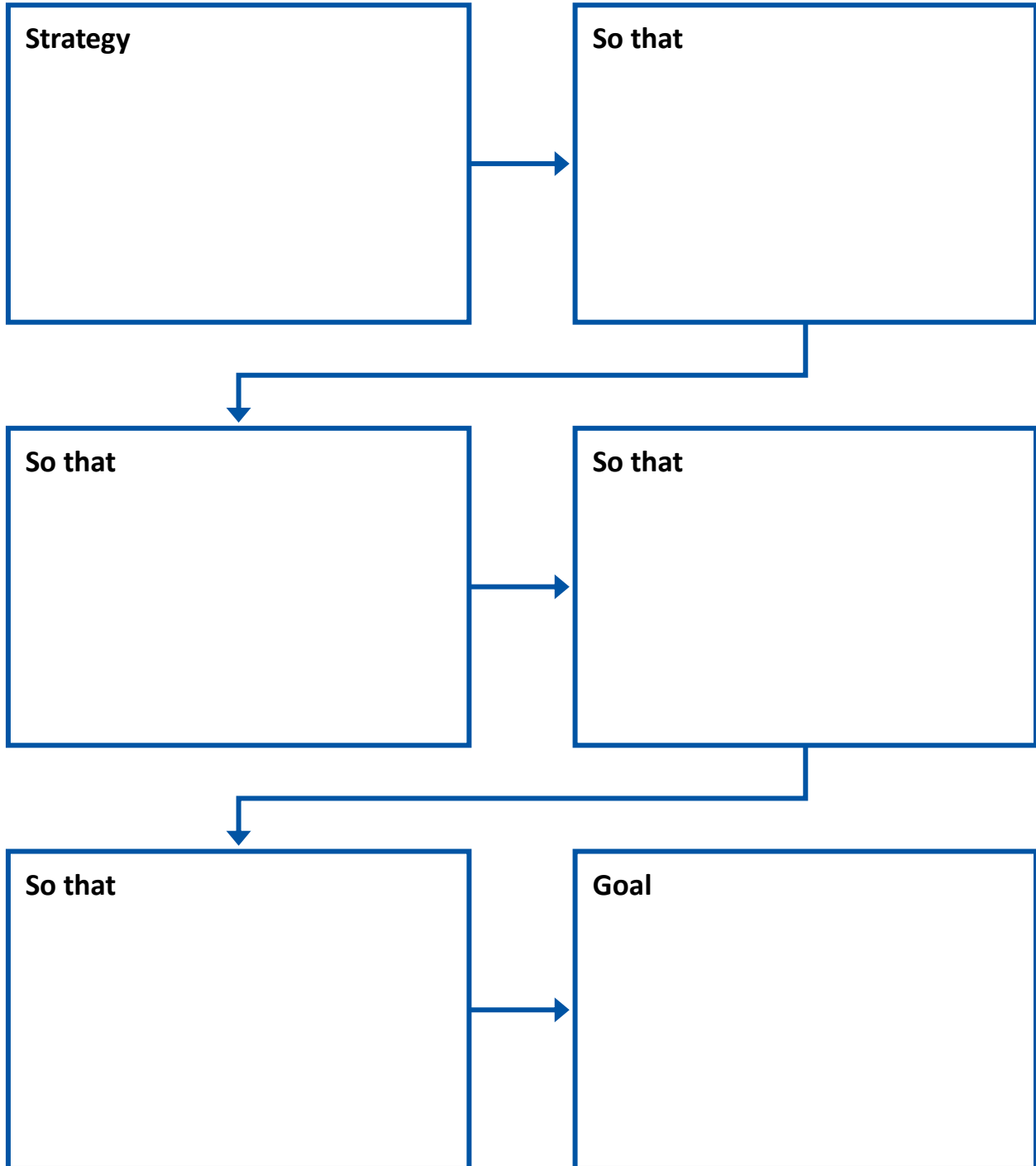
Example: Imagine you are part of an organization that onboards and orients high school students to become bullying prevention trainers. The ultimate goal of your work is to build a safe community with positive, healthy relationships. Shorter-term outcomes of your work might be:

- Children mature into healthy adults.
- Bystanders intervene in bullying situations in a safe way.
- Student educators deliver workshops to their student peers.

Once you've listed all the possible outcomes, put them in order. What will happen first? Then what will happen? Think about how you're a few positive outcomes can create more positive outcomes. Taking the same organization again as our example we can see how linking strategy to goals becomes clearer by identifying outcomes in sequential order:



## Worksheet



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