Impact Story

Ultimately...
[objective]

and eventually...
[medium-term outcome]

So that...
[short-term outcome]

This will lead to...
[output]

If we...
[activity]

Key to Change
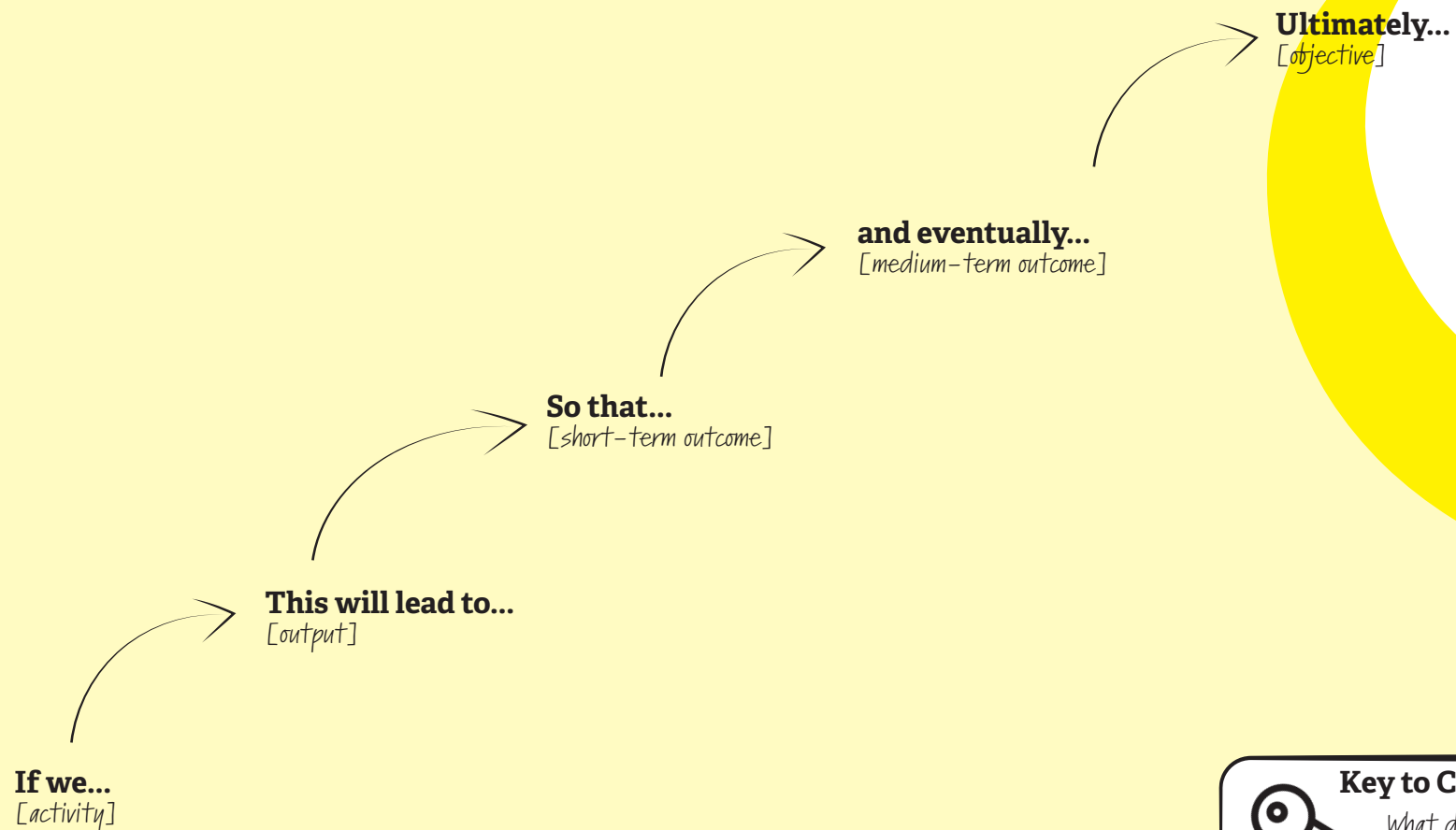What do you believe will be the key activity that will create change?