Product Story

Company:
Product:
Customer:
Product Story

Company: 
Product: 
Customer: 

Powerful Questions

What might be unintended consequences?

Why do we think this is true? What is the evidence?

Where are the gaps in our shared understanding?

What are the alternative endings? Are any of these more plausible?

What assumptions are we making? Can we validate this?

Does this make logical sense? What steps are we missing?
Theory of Change Guiding Questions

What are the **impact** indicators? What metrics will you pay attention to?

What are the **outcome** indicators? What metrics will you pay attention to?

What are the **output** indicators? What metrics will you pay attention to?

What is your **impact**? If your outcomes are strong, what is the long-term result? Consider positive/negative impact. Often includes changes in communities or condition.

What are the **assumptions + risks** at this stage?

What are the **outcomes**? Short + mid-term effects of your product and outputs; often in the form of behavior change

What are the **assumptions + risks** at this stage?

What are the **outputs**? What are the immediate results of delivering your product? What are the actions that you are in control of?

What are the **assumptions + risks** at this stage?

What is the **product**? This may be physical, digital, service, or the core action of your company.

What are the **assumptions + risks** at this stage?

What are the **resources**? Including inputs (financial, human, material, training), investments, strategies, etc.

What are the **assumptions + risks** at this stage?