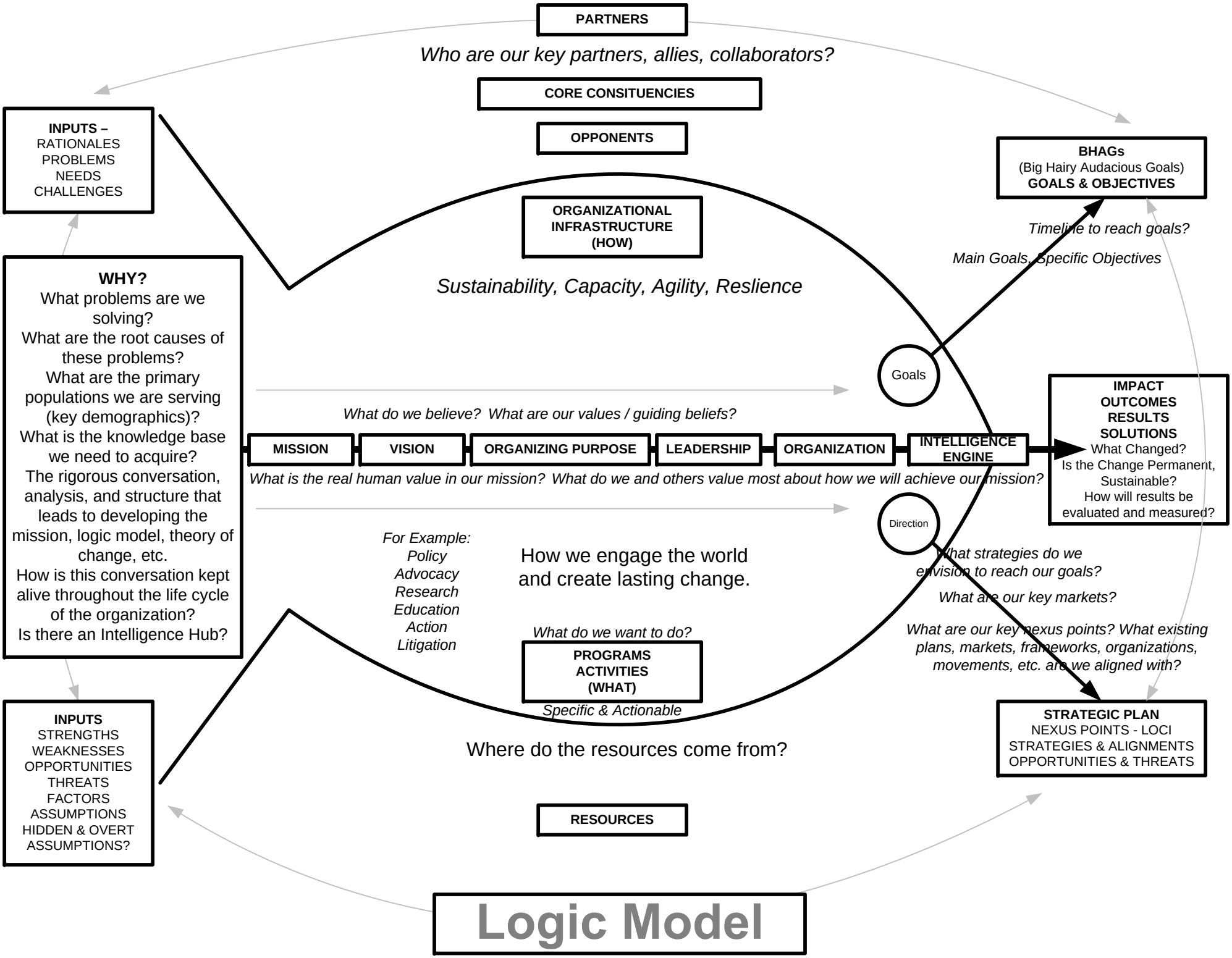
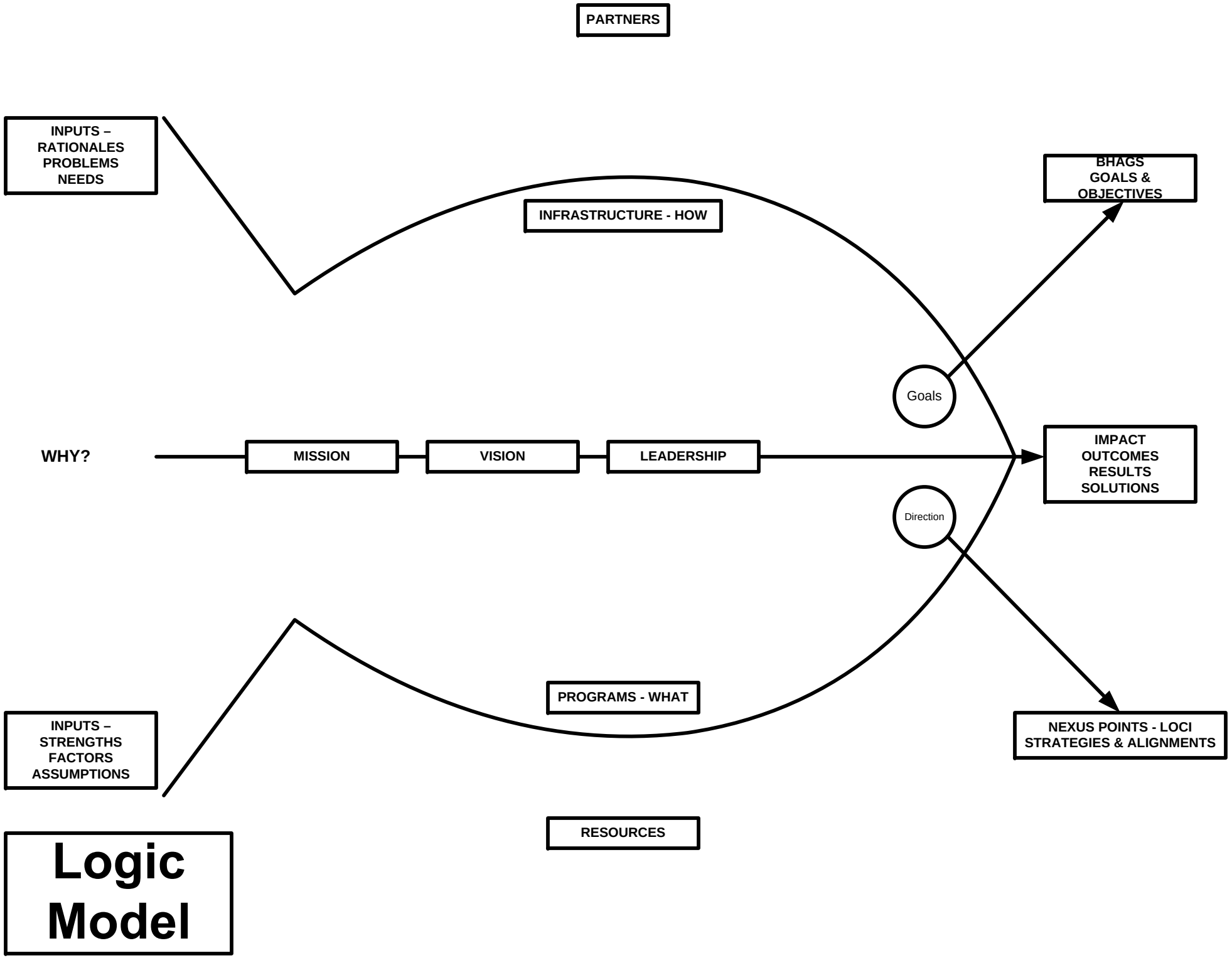

PARTNERS
Who are our key partners, allies, collaborators?
CORE CONSITUENCIES
OPPONENTS
INPUTS –
RATIONALES
PROBLEMS
NEEDS
CHALLENGES
BHAGs
(Big Hairy Audacious Goals)
GOALS & OBJECTIVES
Timeline to reach goals?
Main Goals, Specific Objectives
ORGANIZATIONAL
INFRASTRUCTURE
(HOW)
Sustainability, Capacity, Agility, Reslience
WHY?
What problems are we solving?
What are the root causes of these problems?
What are the primary populations we are serving (key demographics)?
What is the knowledge base we need to acquire?
The rigorous conversation, analysis, and structure that leads to developing the mission, logic model, theory of change, etc.
How is this conversation kept alive throughout the life cycle of the organization?
Is there an Intelligence Hub?
Goals
What do we believe? What are our values / guiding beliefs?
MISSION
VISION
ORGANIZING PURPOSE
LEADERSHIP
ORGANIZATION
INTELLIGENCE ENGINE
IMPACT
OUTCOMES
RESULTS
SOLUTIONS
What Changed?
Is the Change Permanent, Sustainable?
How will results be evaluated and measured?
What is the real human value in our mission? What do we and others value most about how we will achieve our mission?
Direction
For Example:
Policy
Advocacy
Research
Education
Action
Litigation
How we engage the world and create lasting change.
What strategies do we envision to reach our goals?
What are our key markets?
What are our key nexus points? What existing plans, markets, frameworks, organizations, movements, etc. are we aligned with?
What do we want to do?
PROGRAMS
ACTIVITIES
(WHAT)
Specific & Actionable
INPUTS
STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS
FACTORS
ASSUMPTIONS
HIDDEN & OVERT
ASSUMPTIONS?
STRATEGIC PLAN
NEXUS POINTS - LOCI
STRATEGIES & ALIGNMENTS
OPPORTUNITIES & THREATS
Where do the resources come from?
RESOURCES
Logic Model


PARTNERS
INPUTS –
RATIONALES
PROBLEMS
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INFRASTRUCTURE - HOW
BHAGS
GOALS &
OBJECTIVES
Goals
WHY?
MISSION
VISION
LEADERSHIP
IMPACT
OUTCOMES
RESULTS
SOLUTIONS
Direction
PROGRAMS - WHAT
INPUTS –
STRENGTHS
FACTORS
ASSUMPTIONS
NEXUS POINTS - LOCI
STRATEGIES & ALIGNMENTS
RESOURCES
Logic
Model

INSTITUTE FOR RESPONSIBLE NUTRITION

Change comes from the ground up; it begins and ends with the individual.

SOCIETY

CULTURE

POLITICS

CONSTITUENCIES
Education
Public Health
Vulnerable Pops
Geographic
Age, Race, Gender
Health Status

FORMAL PARTNERS

INFORMAL PARTNERS

OPPOSITION

CONSTITUENCIES
Science
Medicine
Law
Government
Business
CBOs

INDIVIDUALS

NETWORKS

INSTITUTIONS

GOALS & OBJECTIVES

RATIONALES
PROBLEMS
NEEDS
CHALLENGES
ROOT CAUSE ANALYSIS
SWOT
FACTORS
ASSUMPTIONS
(HIDDEN & OVERT)
ISOLATED & SYSTEMIC ISSUES

INFRASTRUCTURE

CONSULTANTS Pro-Bono & Paid — ADMIN SUPPORT — STAFF — **HUMAN RESOURCES** — BOARD OF DIRECTORS — ADVISORS Medical & Strategic — VOLUNTEERS

MEMBERS

INTEGRATED MARKETING-COMMUNICATIONS
Public Relations
Marketing - Advertising
Communications

IP, IT, MIS
Research,
Documentation
Gathering, Analyzing,
Archiving, Sharing
Information

ADVANCEMENT
Fundraising
Events
Appeals

EVALUATION
Systematic monitoring & measuring progress & results

FISCAL OPERATIONS

What Changed?
Is Change Sustainable?

INPUTS

Mission
To develop, facilitate, and intensify global initiatives to arrest the industrial pandemic of chronic metabolic disease by improving the human diet through analysis, research, education, and action.

STRATEGIC & TACTICAL INTELLIGENCE ENGINE

Leadership & Organization

Direction

IMPACT
OUTCOMES
RESULTS
SOLUTIONS

Strategic & Tactical Intelligence Engine
Strategic, Proactive, Tactical
OODA LOOP
(Observe, Orient, Decide, Act)
Analysis, Synthesis, Action
Unfolding Information, Circumstances, and Interactions
Be the Source of Reliable Intel
Evidence Database – Archive
Verify & Validate Sources
Translate Science to Action
Actionable Data, Strategies, Tactics

TACTICS – APPLICATION - PROGRAMS

AREA
Analysis
Research
Education
Action

ANALYSIS
(Strategic & Tactical Intelligence Engine)
TACTICS TARGETED AT MULTIPLE
Constituencies
Networks
Organizations
Society – Culture - Politics

RESEARCH
SCIENCE INVESTIGATION
Community Interventions
Medical Research
Doctor's Project

EDUCATION
Public Health Education
Expert Speakers
Targeted Communications
Events
MOOCS
Symposia, Conferences, Workshops
Web Platform, APIs

ACTION
Public Health Advocacy, Intervention, and Law
Public Health Champions
Metabolic Disease Registry
Community Mapping

How will results be evaluated and measured?

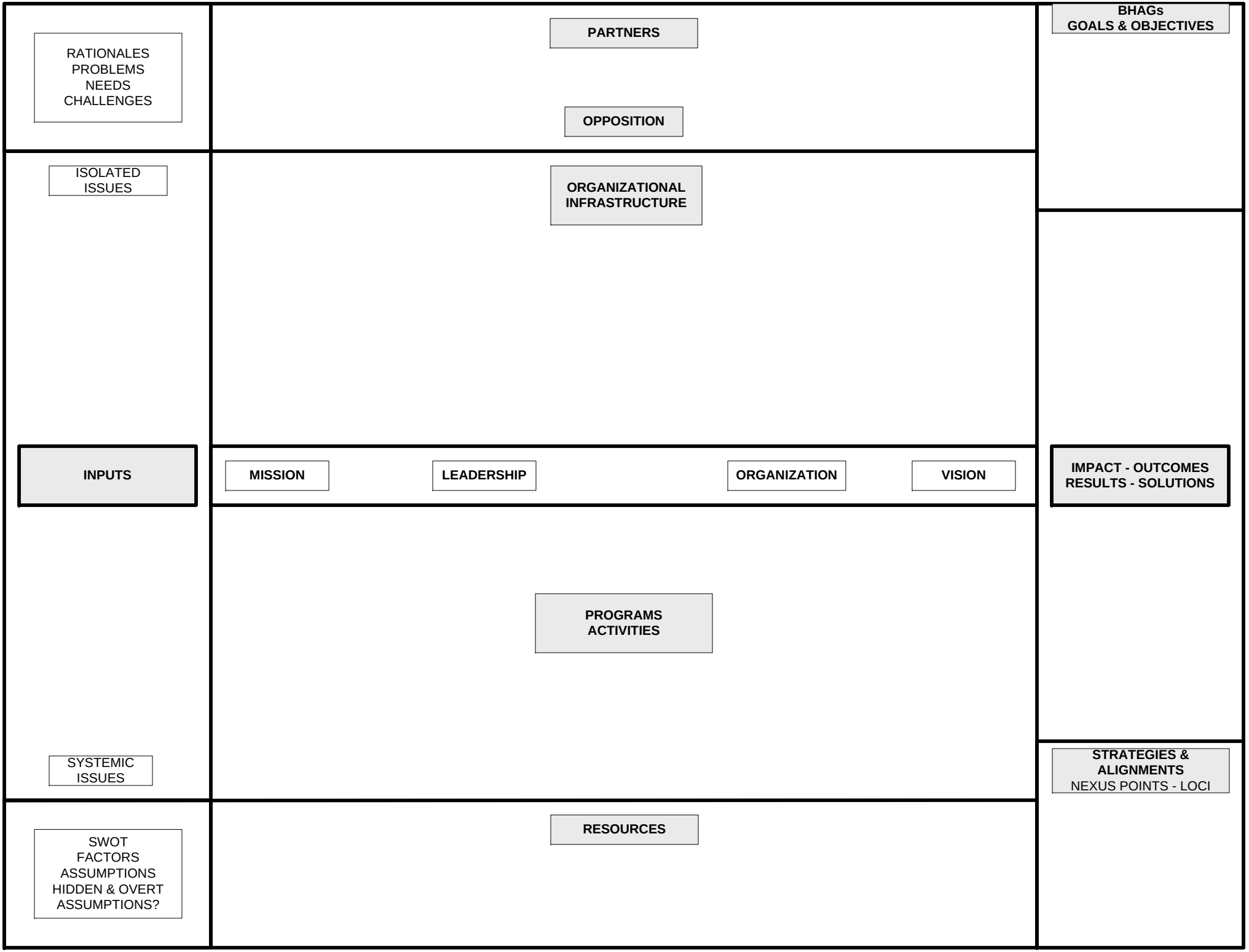
IRN THEORY OF CHANGE
Model for creating social and environmental change.

FAITH BASED — Public Interest Law Firms — INDIVIDUAL DONORS — CORPORATE DONORS — FOUNDATIONS — GOVERNMENT FUNDING

Start-Up Funding — CAMPAIGNS — **RESOURCES** — MEMBERSHIP — Crowd Source Funding Research Campaigns

EVENTS — Earned Income — SPONSORSHIP

STRATEGIES & ALIGNMENTS


RATIONALES
PROBLEMS
NEEDS
CHALLENGES
PARTNERS
OPPOSITION
BHAGs
GOALS & OBJECTIVES
ISOLATED
ISSUES
ORGANIZATIONAL
INFRASTRUCTURE
INPUTS
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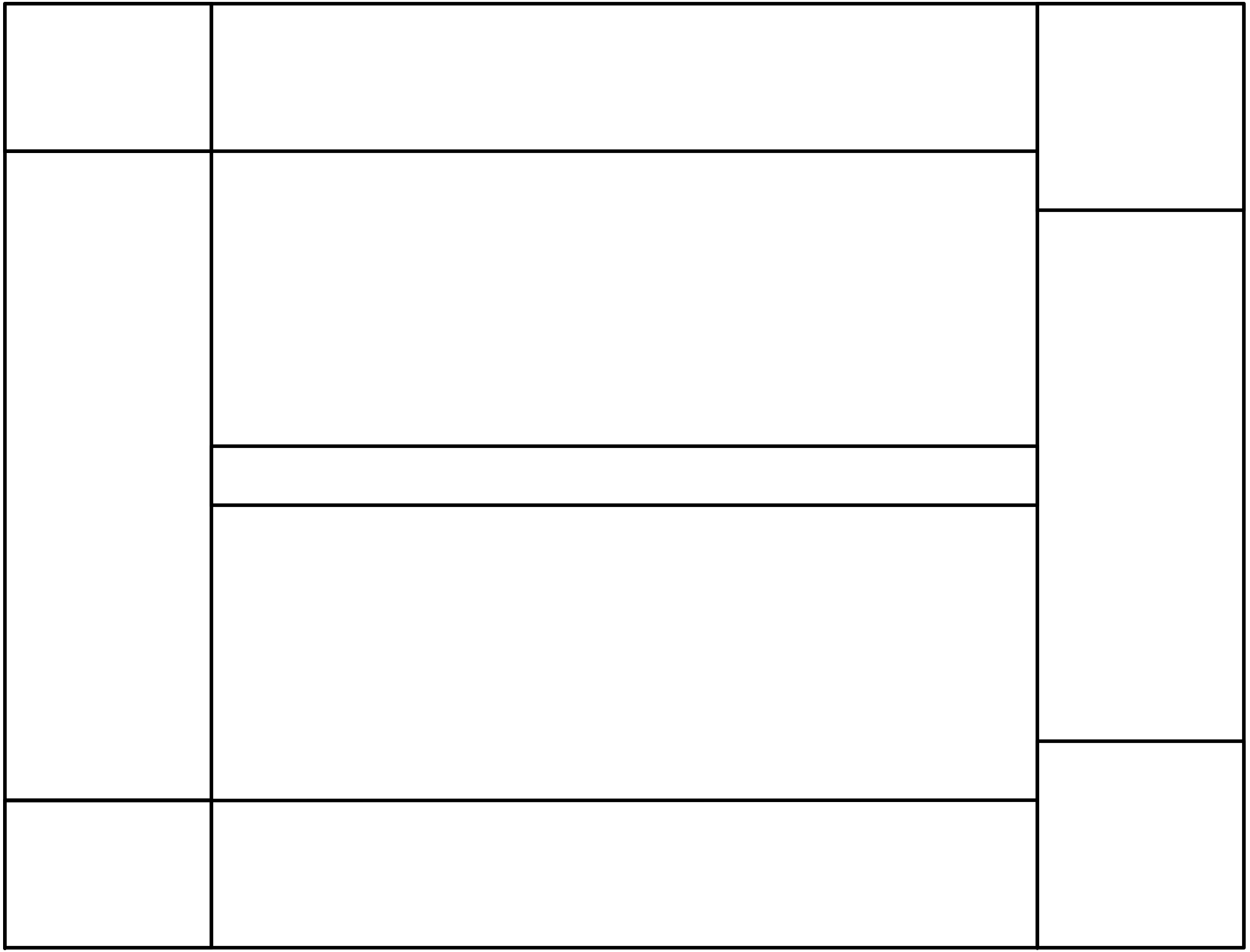
RESOURCES



Logic Model Outline by Wolfram Alderson

BUILD IT AND THEY WILL COME!

INPUTS

Rationales, Problems, Needs, Challenges

- Root Cause Analysis
- SWOT Factors
- Assumptions
- Systemic Issues & Challenges
- Theory of Change

Strategy Modeling

- OODA Loop
- Analysis, Synthesis, Action
- Sources of Reliable, High Quality (scientific & academic), Valid Intel
- Translate Intelligence into Actionable Intelligence
- Theory of Change

MISSION-VISION-LEADERSHIP-ORGANIZATION-DIRECTION

- Goals & Objectives
- What changes?
- How is it sustainable?
- Impacts, Outcomes, Results, Solutions
- How will results be measured?
- Strategies & Alignments

RESOURCES

- Sources: Individuals, Faith Based, Public Interest/Environmental Law, Corporate, Foundations, Government, Science/Academia
- Types: Start-Up Funds, Events, Campaigns, Membership, Sponsorship, Crowd Sourcing, Earned Income

PROGRAMS - AREA

- Analysis
- Research
- Education
- Action

INFRASTRUCTURE-ORGANIZATIONAL CAPACITY

- Integrated Marketing & Communications
- IP, IT, MIS
- Advancement
- Evaluation
- Fiscal Operations
- Human Resources: Consultants, Admin Support, Staff, BOD, Advisors, Nonprofits
- Strategic & Tactical Intelligence Engine

PARTNERS

- Partners, Alliances, Opposition
- Social, Cultural, Political, Economic
- Constituencies - Populations
- Constituencies - Institutions
- Constituencies - Networks