

### **Check in**

- Name and organization
- Reflection on your **readiness** and **hypothesis**

### **Learning Objectives and TAP Group Overview**

#### **Splash and Ripple:**

- Kids, rocks, ponds (resources)
- Throwing your rock (activity)
- Splash (output and immediate outcomes)
- Ripple (longer-term outcomes, impact)

#### **Your Strategy as Splash and Ripple**

#### **The Why and How of your Hypothesis: Generating Insights**

#### **Roadmap of Your Strategy**

#### **Testable Hypotheses**

#### **Intermediate Hypotheses**

#### **Coaching Follow Up**

- More conversation about
  - Why do you believe in your strategy?
  - How do your actions lead to your intended results?
- Exploring your Roadmap

#### **Preparing for Next Month**

Next month our focus will be on comparing your **intended results** with your **actual results**.

Before the next meeting, think about how your organization processes events, activities, or other program work when it concludes.

Meetings? Memos? Happy hours??



**Slides posted at:** [flanagan-hyde.com/resources](http://flanagan-hyde.com/resources)