Step 5: Adapt and Scale

Part 2 – Telling your story and getting it heard

Dissemination is about ensuring that your findings, outcomes, and lessons reach the right audiences, so that your work creates impact beyond the project itself. This worksheet will guide you in clarifying what you want to share, identifying who needs to hear it, and choosing the most effective ways to communicate it. By the end, you will have a focused, actionable plan to maximize the reach, understanding, and lasting influence of your results.

The story

The problem:
Describe the problem you have set out to solve.

The change:
Describe the specific behaviors you were targeting, the target audience and what change you wanted to see.

The intervention:
What did you do? (Include the measurement and evaluation you did.)

The results:
What change did you see?

The learning:
What did you learn?

The recommendations:
What would you do differently next time.

The dissemination

Who do you want to tell? How can you best reach audiences and what do you want each to do to act on the information?

Who?	How?	What?

Well done on completing your final worksheet!

Your progress: