



TRACY
/ LYN
COMMUNICATIONS

Success Equation Exercise

Success Equation: $A+B+C=D$, where A, B, C are three primary outcomes and D is the impact your organization makes.

Impact of your organization: This is most likely your mission statement; if it's not your mission, then it's the outcome of a specific program for which you're seeking funding.

Three Primary Outcomes: What are the three changes in behavior, condition or status that are required to improve or achieve the impact of your organization? Without all three, impact is not achieved. Listed in no particular order.

Performance Measures: how do we measure progress against these outcomes?

Key Strategies: what are the programs or activities that will be used to drive results? List programs and strategies here that achieve primary outcomes.