

THEORY OF CHANGE, INDICATORS, AND MEASUREMENT DEVELOPMENT

Determining what should be measured can be a major challenge for organizations. TCC Group will help you develop a Theory of Change that documents the hypotheses and assumptions underpinning your work, along with indicators that articulate the relationship between short-term results and long-term outcomes for you and your stakeholders.

Why Theory of Change, Indicators, and Measurement Development Matters

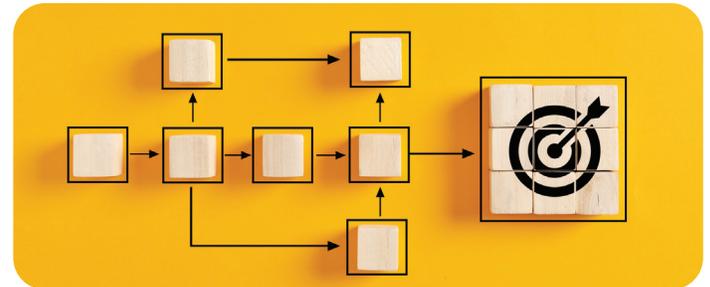
When you're working for change, it's crucial to clarify how to achieve your long-term goals and how you'll know when you succeed. A Theory of Change and companion logic model help establish a shared vision, strong evaluation foundation, and consistent, timely, and relevant communication with internal and external stakeholders. They are key for mapping and testing the intentions of programs, organizations, and coalitions and articulating how you plan to make a difference and how you believe impactful and lasting change happens.



About TCC Group

TCC Group, a mission-driven consulting firm and certified B Corporation, partners with foundations, nonprofits, and companies to solve complex social problems and create a more equitable and just society. Our team brings deep experience in diverse sectors and a collaborative approach to every project, enabling us to craft creative solutions to meet our clients' needs.

[Learn more about our Theory of Change, Indicators, and Measurement Development Work.](#)



Our Approach

Learn

Help your organization embed learning into everything it does by using your theory of change, indicators, and measures to produce an actionable evaluation plan.

Measure

Develop and prioritize indicators and measures that operationalize your theory of change for proposals, reporting, performance management, and ongoing learning and improvement.

Connect

Use logic modeling to show the linkages between actions and outcomes, articulate how your actions will lead to your desired impact, and bring greater clarity and consensus.

Evaluate

Create an evaluation implementation plan that details the data to be measured, by whom, and how often.

Visualize

Assess the data you're currently collecting and create systems to manage and prioritize it, such as dashboards to share with stakeholders.

What Our Partners Say

“We now have indicators for advocacy, policy, and partnerships. TCC Group has been instrumental in helping us determine how well we're making change outside of community programs that typically only reach small numbers of people, as policies can impact millions of people.”

— Cody McSellers-McCray
Regional Director of Community Health,
Presence Health