POTS Impact Framework

**Our Standards for Designing
and Delivering Lasting Change**

part of the
solution

POTS Impact Framework

POTS projects transform complex challenges into lasting, desirable change. Our impact framework provides clear standards that ensure every project delivers on this ambition, even in the most challenging environments.

Our commitment

The POTS Impact Framework guides every project we design and implement. It balances structure with adaptability, ensuring consistent excellence while enabling us to navigate complexity. Together, we turn bold ideas into lasting change.

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Phase 1
Understand and align

The success of every project starts with a clear understanding of the purpose and a deep understanding of the challenge and needs of the target group.

1 – Start with why

WHY IT MATTERS
A clear purpose aligns efforts and resources toward relevant outcomes. It ensures everyone understands what we want to achieve with this project.

HOW WE DO IT
We articulate why our client wants to engage in this project and define clear strategic objectives that will guide all decisions.

PROJECT ESSENTIALS
○ A written and agreed purpose statement explaining why we do this project

2 – Understand the challenge

WHY IT MATTERS
Understanding the problem and the needs of those affected enables us to design solutions that are both effective and desirable.

HOW WE DO IT
We analyze the problem from all sides, identify affected stakeholders, and understand the needs of the target group.

PROJECT ESSENTIALS
○ A well-documented analysis of the problem, its causes, and consequences.
○ A map of stakeholders and their interests.
○ A clear description of unmet needs and opportunities.

3 – Explore the alternatives

WHY IT MATTERS
A clear purpose aligns efforts and resources toward relevant outcomes. It ensures everyone understands what we want to achieve with this project.

HOW WE DO IT
We articulate why our client wants to engage in this project and define clear strategic objectives that will guide all decisions.

PROJECT ESSENTIALS
○ A clear definition of the target group.
○ A single sentence describing what change we plan to make for whom.

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Phase 2
Design for impact

Strong project design turns good intentions into real impact. This phase creates the blueprint for sustainable change.

4 – Define the objective

WHY IT MATTERS
A clear objective ensures everyone works toward the same goal.

HOW WE DO IT
We define exactly what change we want to create and for whom in one clear statement.

PROJECT ESSENTIALS
○ A clear definition of the target group.
○ A single sentence describing what change we plan to make for whom.

5 – Craft the path to impact

WHY IT MATTERS
It aligns everyone on how to achieve the objective, makes underlying hypotheses transparent, and ensures a clear link between resources and results.

HOW WE DO IT
We create a Theory of Change that outlines how we'll move from the challenge to the result.

PROJECT ESSENTIALS
○ A Theory of Change linking the problem to the intended impact.
○ An assessment of risks and assumptions.
○ A detailed project timeline.
○ A project budget.

6 – Define your KPI

WHY IT MATTERS
A strong monitoring framework ensures progress is tracked effectively and provides the foundation for continuous improvement.

HOW WE DO IT
We establish a monitoring framework with output, outcome, and impact indicators, incorporating agreed quality standards to ensure accountability.

PROJECT ESSENTIALS
○ A monitoring framework.
○ Documented and agreed quality standards.

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Phase 3
Deliver and adapt

Excellence means both systematic implementation and intelligent adaptation. This phase ensures we create measurable impact while responding to new insights.

7 – Monitor progress

WHY IT MATTERS
Regular monitoring allows us to identify and solve problems early while ensuring we stay on track. It is also the basis for communication.

HOW WE DO IT
We systematically collect and analyze data to guide decisions and improvements.

PROJECT ESSENTIALS
○ Regular progress reports tracking KPIs and milestones.

8 – Adapt and learn

WHY IT MATTERS
Continuous learning ensures projects remain effective and relevant in dynamic contexts.

HOW WE DO IT
In regular review meetings, we assess progress and context factors to identify lessons learned and adapt our approach accordingly.

PROJECT ESSENTIALS
○ Documented learnings
○ Updated project plans

9 – Communicate results and learnings

WHY IT MATTERS
Sharing results and learnings builds trust, strengthens relationships, and shows improvements.

HOW WE DO IT
We create a communications plan and share outcomes, learnings, and the difference the project makes through clear and engaging formats.

PROJECT ESSENTIALS
○ A communications plan outlining key messages, audiences, and formats.
○ Reports, presentations, or other materials highlighting outcomes, learnings, and project impact.
○ Stakeholder feedback collected and integrated into future planning.

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POTS Impact Framework Checklist

Phase 1
Understand and align

○ A written and agreed purpose statement explaining why we do this project.

○ A well-documented analysis of the problem, its causes, and consequences.

○ A map of stakeholders and their interests.

○ A clear description of unmet needs and opportunities.

○ An assessment of how the problem is currently being addressed.

○ A list of existing projects or initiatives in the region/sector and their relevance.

Phase 2
Design for impact

○ A clear definition of the target group.

○ A single sentence describing what change we plan to make for whom.

○ A Theory of Change linking the problem to the intended impact.

○ An assessment of risks and assumptions.

○ A detailed project timeline.

○ A project budget.

○ A monitoring framework.

○ Agreed-upon quality standards documented.

Phase 3
Deliver and adapt

○ Regular progress reports tracking KPIs and milestones.

○ Documented learnings.

○ Updated project plans.

○ A communications plan outlining key messages, audiences, and formats.

○ Reports, presentations, or other materials highlighting outcomes, learnings, and project impact.

○ Stakeholder feedback collected and integrated into future planning.

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