

WORKSHEET TO DEFINE INDICATORS WITH CASEMAKING IN MIND

1. Begin in column 1 and move down the column, listing the various key constituencies and others to whom you need to make the case.
2. Then systematically move from left to right across a row, using information from one box to feed into the box to its right, accumulating thinking/reflections across the row.
3. When the matrix is done, don't assume that you could/should evaluate everything! Select places where there is potentially high payoff--the places where interests of various stakeholders converge.

(1) Who are the key players and constituents to be convinced?	(2) What do the key players and constituents care about? What are their priorities?	(3) How might we adjust our strategies to meet the interests of key players and constituents?	(4) What do we want to be able to tell the key players and constituents about outcomes/value?	(5) What type of evidence is likely to convince key players and constituents?