



## The Center for What Works

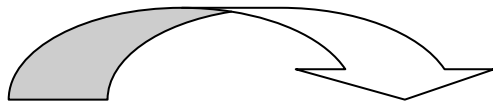
**Mission:** To guide philanthropy, nonprofits, and communities to higher results, moving the needle on social issues.

**Approach:** We enable our clients to define, track, achieve, improve and communicate tangible outcomes from their efforts and dollars. To do so, we work with individual organizations and communities as well as:

- convene cohorts of nonprofits, funders, and communities (by geography and/or issue area)
- develop and integrate a common language
- establish clear targets
- benchmark internally and externally
- learn and improve results over time



All efforts integrate a shared ownership of ongoing learning and the use of data, in a context that makes sense. We are outcome measurement experts, but we use the results as a starting point, rather than treating measurement as the end-game.



**Research/systems**    **Practical approaches**

**Expertise:** We serve as a bridge from research to practice, translating our primary research on common outcome frameworks into clear, simple, practical tools/services for the social sector to achieve higher results.

**Guiding principles:** These form our philosophy and successful approach for over 50 years.

**Targets**, reflecting human gain for those served by programs, are the best starting point for strategy, tactics, alignment, and course-correction in any organization or community.

**Sparkplug individuals**, who lead change by example, are the basis of results.

**Energy**, building on focus, optimism and vitality, is the key resource leaders generate and harness.

**Innovation** is less a matter of something new than of something better.

**Self-help**, defined as people doing everything possible for themselves, builds vital, sustainable communities and organizations.

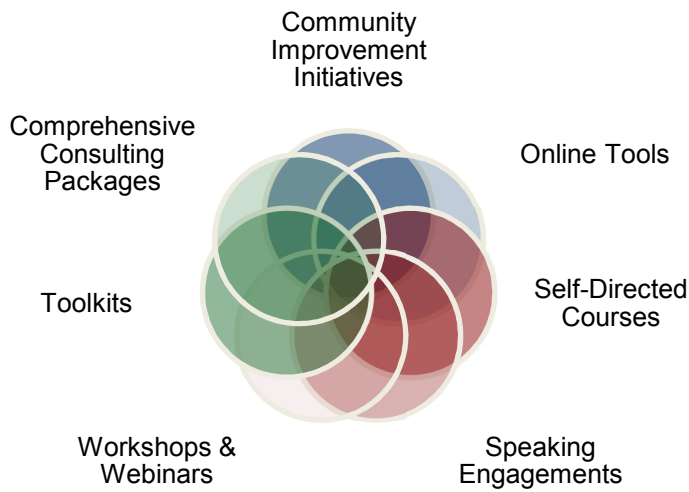
**Learning** is the lifeblood of outcomes. True learning is dynamic, moving beyond gathering knowledge to changing behavior. How much you have changed reflects how much you have learned.



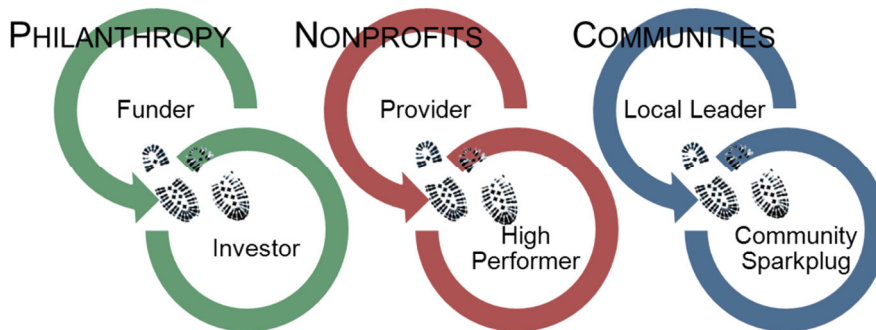
# WhatWorks®

**Role:** We are the action arm of results across the social sector. While we create many tools, we see ourselves not as an alternative to the logic model, theory of change, result-based accountability or other approaches but as a group highly skilled in getting such models to ground (that's how we earned our muddy boots!). We literally pull strategy through an organization so client results are enabled and then practiced. We move frameworks from charts and plans on paper into the hearts and minds of those on the “shop floor” whose behavior is critical to creating real and sustained change.

**Services:** From toolkits to high touch engagements... bringing the outcome concept to the ground. Research-based, **AND** tangible, implementation-focused, practical, resource-sensitive, clear, custom-tailored. Integrated products and services for philanthropy, nonprofits and communities:



**Result Trails:** Our expertise will help you become a smart investor, a high performer, or a community spark plug that achieves higher and more tangible results.



[View Result Trails at www.WhatWorks.org](http://www.WhatWorks.org)

**Are you ready to invest and achieve?**

**Contact us to get started at [info@WhatWorks.org](mailto:info@WhatWorks.org)**