

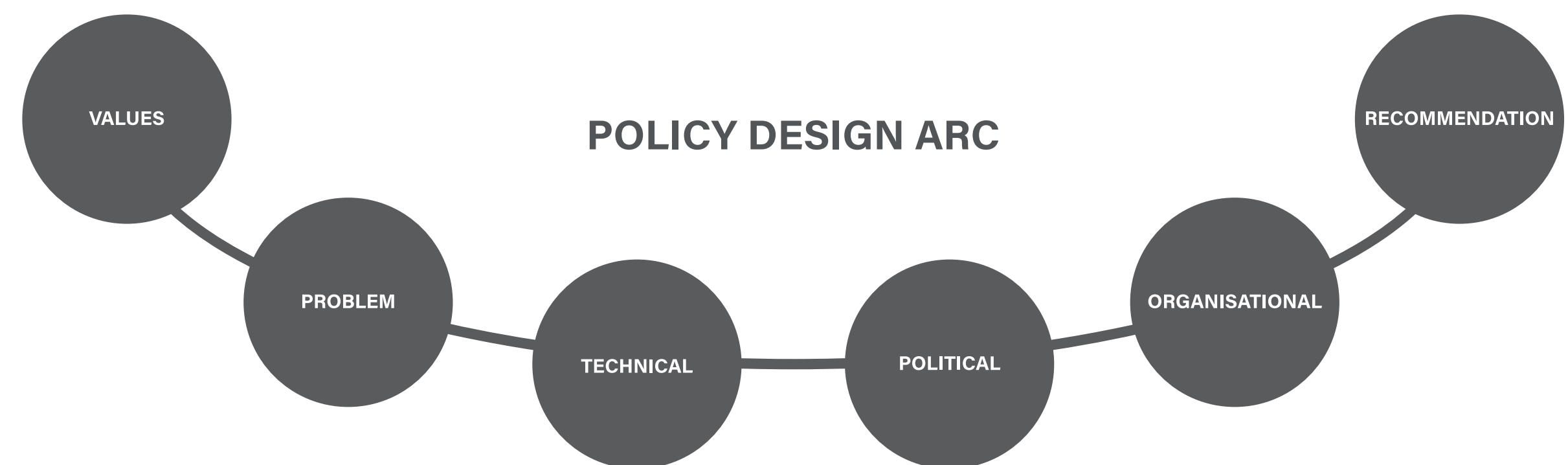
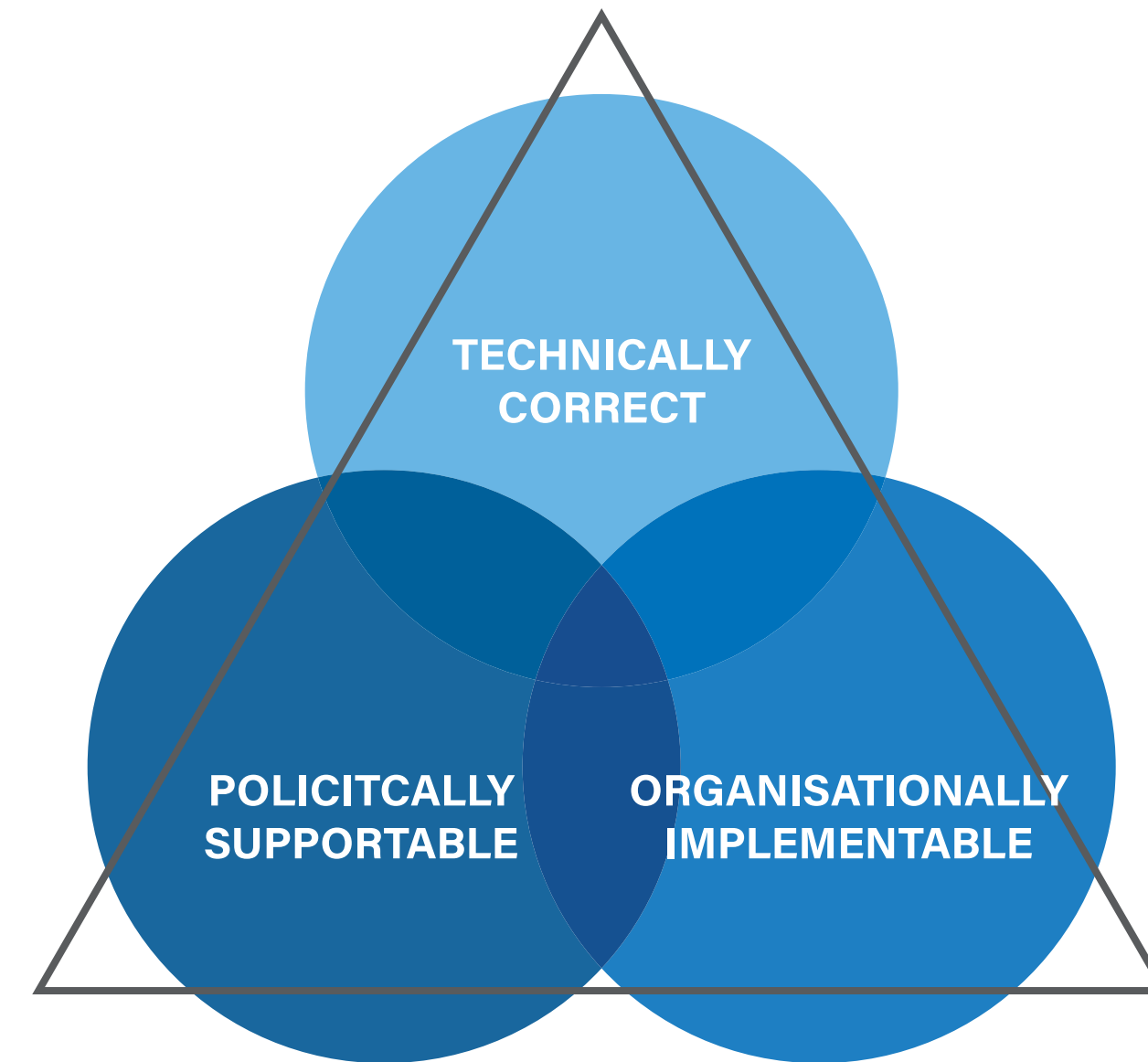


# PMHC CULTURAL STEERING GROUP WORKSHOP

Dr Willhemina Wahlin  
School of Communication and Creative Industries, Faculty of Arts and Education  
Charles Sturt University

# FRAMEWORKS FOR STRATEGIC THINKING

## 1. PUBLIC POLICY DESIGN ARC<sup>1</sup>



<sup>1</sup> THE POLICY DESIGN ARC HAS BEEN DEVELOPED BY HARVARD UNIVERSITY'S KENNEDY SCHOOL OF GOVERNMENT

# FRAMEWORKS FOR STRATEGIC THINKING

## 2. DESIGN THINKING FRAMEWORK<sup>2</sup>



**LOCATE/  
STANDPOINT**



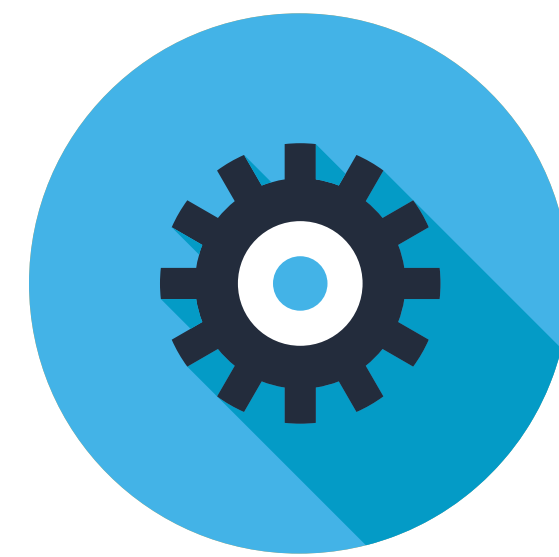
**DISCOVER/  
REFLECT/  
EMPATHISE**



**DEFINE**



**IDEATE**



**PROTOTYPE**

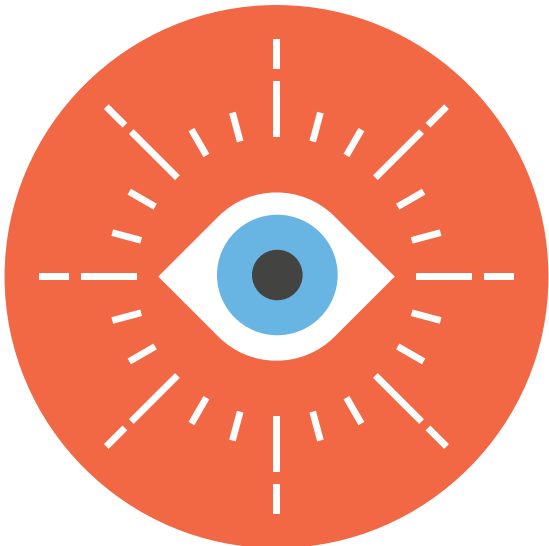


**EVALUATE**

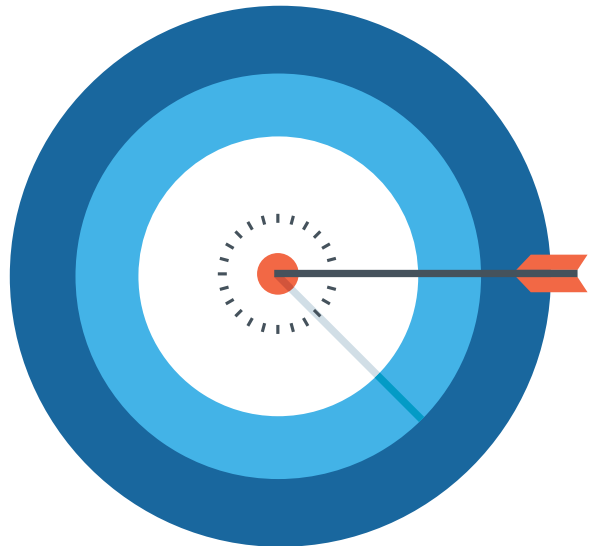


**REFLECT/  
EVOLVE**

# HOW MIGHT WE APPROACH THE DRAFTING OF THE NEW CULTURAL PLAN?



**WHAT IS THE VISION?**



**WHAT ARE THE MAIN GOALS?**



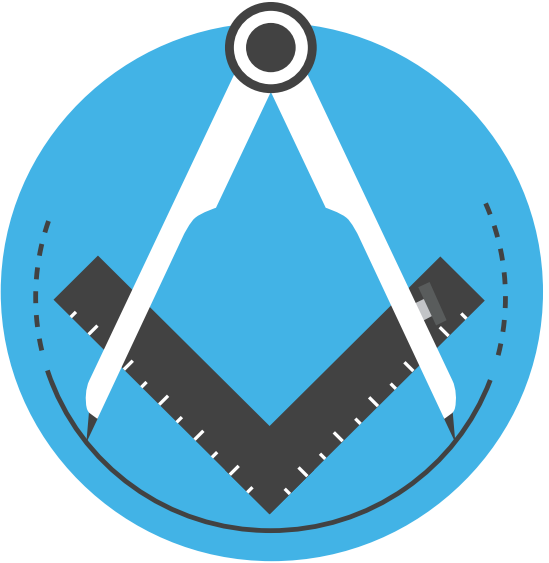
**WHO IS IT FOR?**



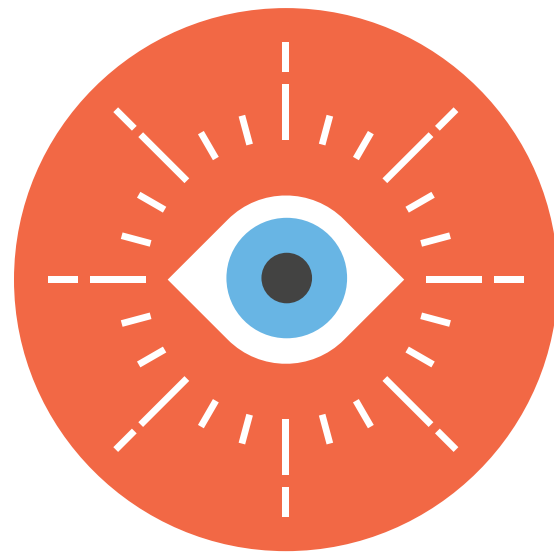
**WHO ARE THE STAKEHOLDERS?**



**HOW WILL IT BE IMPLEMENTED?**



**HOW WILL IT BE MEASURED?**



**WHAT IS THE  
VISION?**



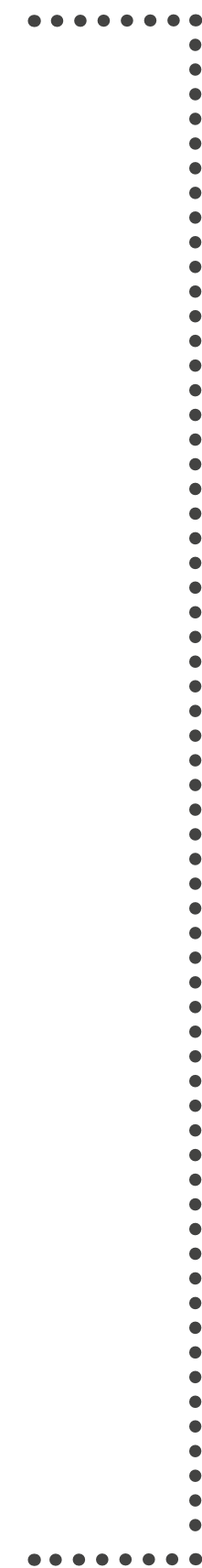
**REVISE CURRENT  
PLAN'S VISION**

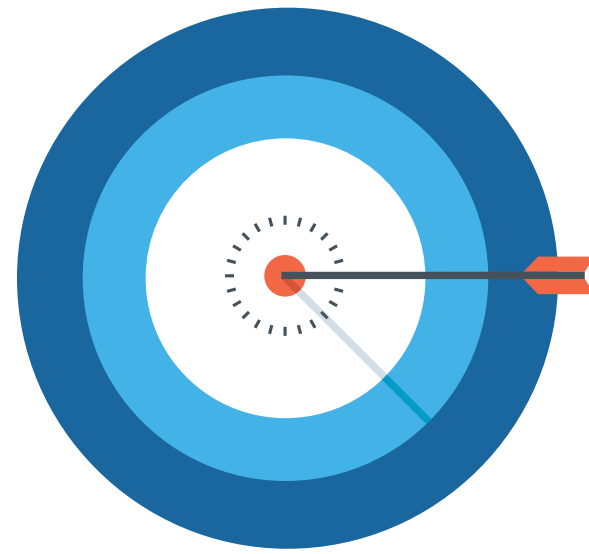


**IS IT STILL  
CURRENT?**

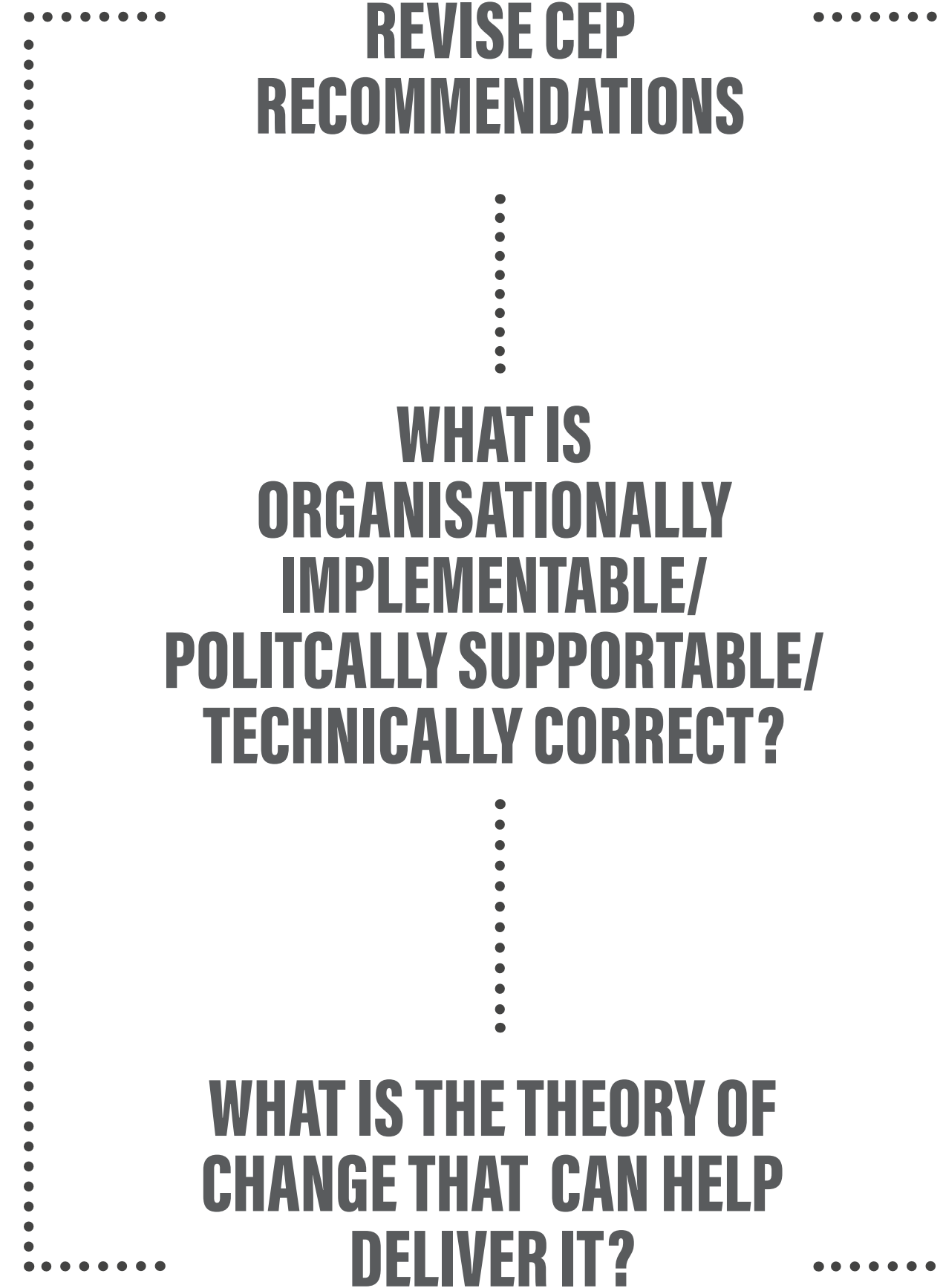


**DOES IT TAKE FULL  
ADVANTAGE OF WHAT  
WE NOW KNOW?**





**WHAT ARE THE  
MAIN GOALS?**



# WHAT DOES A THEORY OF CHANGE LOOK LIKE?



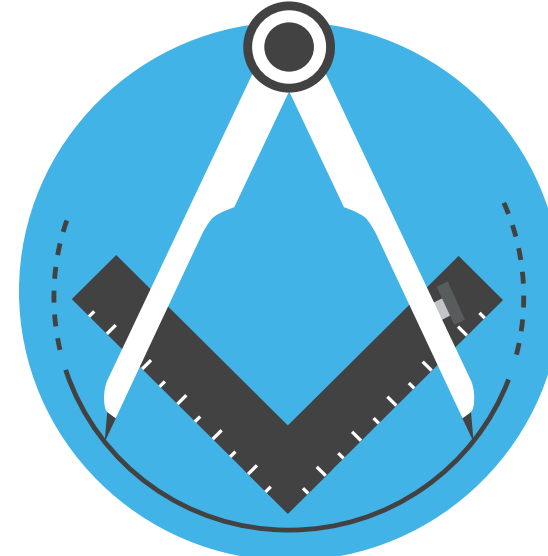
## INPUT

WHAT DO WE INVEST?



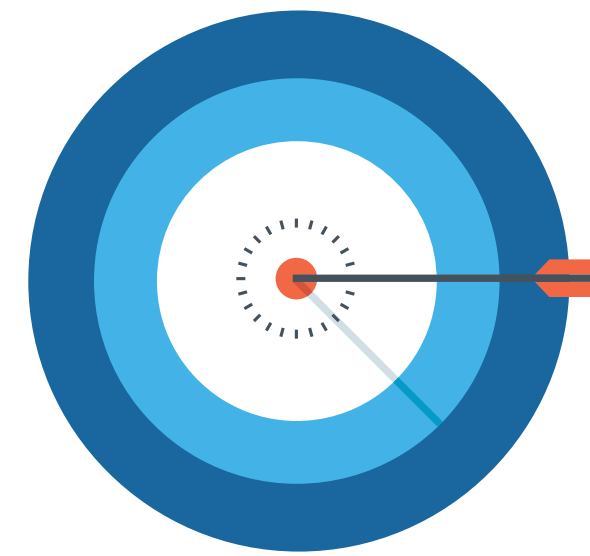
## ACTIVITY

WHAT ACTIVITY COMES ABOUT AS A RESULT OF THE INVESTMENT?



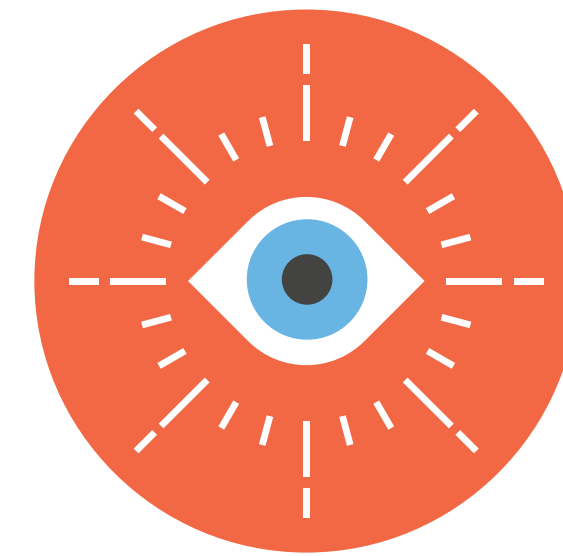
## OUTPUTS

WHAT ARE THE SHORT-TERM CHANGES THAT RESULT FROM THAT ACTIVITY?



## OUTCOMES

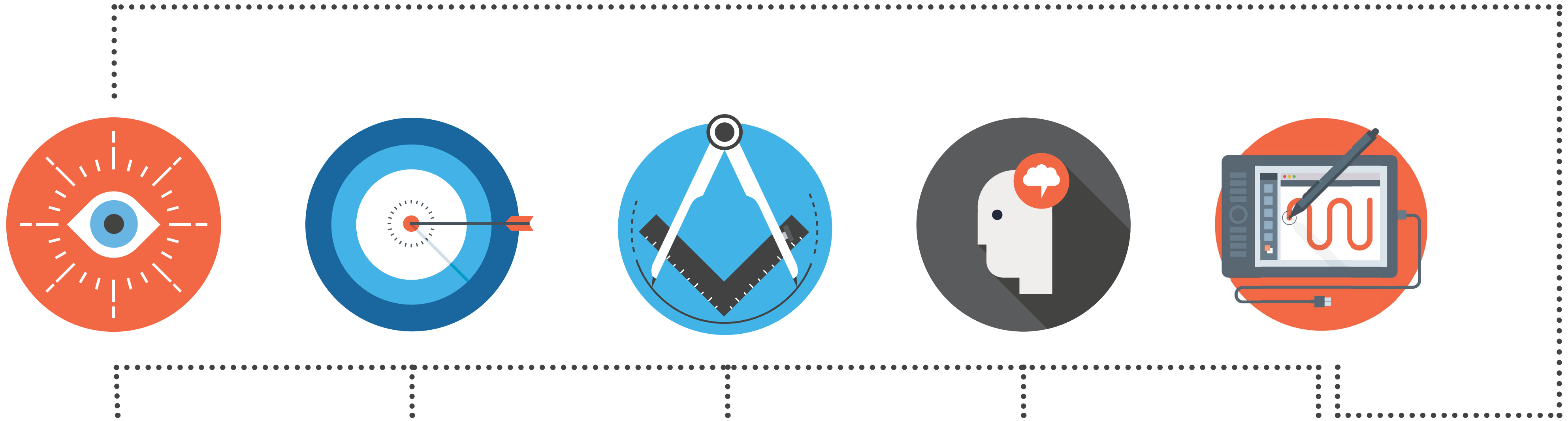
WHAT ARE THE WIDER BENEFITS WE'RE HOPING TO ACHIEVE?



## IMPACT

WHAT IS THE IMPACT OF THE WIDER BENEFITS LONG-TERM?

HERE'S ANOTHER  
WAY TO LOOK AT A  
THEORY OF CHANGE



**IMPACT**

**OUTCOMES**

**OUTPUTS**

**ACTIVITY**

**INPUT**

**IMPACT  
CONNECTS  
BACK TO  
VISION**

**OUTCOMES  
CONNECT BACK  
TO GOALS**

**OUTPUTS  
SHOULD BE  
MEASURABLE  
WHERE  
POSSIBLE**

**WHAT IS  
ACTUALLY  
DONE AS A  
RESULT OF  
INPUT**

**WHAT IS  
INVESTED  
(TIME,  
RESOURCES,  
FUNDING,  
CHANGE OF  
POLICY, ETC)**