CLARITY-TO-IMPACT®

Bootcamp Curriculum

The complete CTI journey, condensed into 12 intensive weeks.

Duration: 12 weeks | **Format:** Blended learning with self-paced modules, six live virtual sessions and peer learning | **Outcome:** A complete, presentation-ready MEL system you can use immediately

Programme Overview

The Clarity-to-Impact® Bootcamp is an intensive 12-week version of the complete Clarity-to-Impact® journey. Every two weeks, you move into a new stage of the MEL process, apply the learning to a real project or programme, and build another part of your MEL system.

The Bootcamp focuses on applied, participatory and adaptive approaches suited to complex, real-world development settings. It does not teach Randomised Control Trials (RCTs) or other experimental-design evaluations.

How the Bootcamp Works

- Six self-paced online modules completed over 12 weeks.
- Six live group virtual sessions of 2 hours, facilitated by Ann-Murray Brown.
- Practical tools, templates and reading materials.
- Application to your own project, programme or organisation.
- Peer discussion, challenge and feedback.
- Six practical artefacts that build towards one integrated MEL system.

The rhythm is simple: one module every two weeks. Each stage builds directly on the work completed before it.

The 12-Week Journey

WEEKS 1-2	Module 1 - From Confusion to Clarity

Focus: Understanding what MEL really is - and what it is not.

Key topics

- Monitoring, Evaluation and Learning - what each does and how they connect.
- Common MEL myths and why more data is not the same as better evidence.
- Results frameworks versus logical frameworks.
- Outputs, outcomes and impact.
- Building a Results Chain from activities through to impact.

Practical exercise: Build a Results Chain for a project you know well and identify where information is being collected but not used.

You leave with: **Artefact 1 - Results Chain**

WEEKS 3-4	Module 2 - Designing Your Theory of Change

Focus: Linking evidence to strategy through causal logic.

Key topics

- Moving from a Results Chain to a full Theory of Change.
- Making assumptions explicit and testing if-then logic.
- Common Theory of Change errors and how to fix them.
- Integrating gender, equity, diversity and inclusion into causal pathways.
- Visualising complex change without making the diagram impossible to use.

Practical exercise: Draft or refine a Theory of Change for a real or hypothetical project.

You leave with: **Artefact 2 - Theory of Change**

WEEKS 5-6	Module 3 - Building Your Measurement System

Focus: Turning programme logic into measurable evidence.

Key topics

- Translating a Theory of Change into a MEL Framework.
- Writing indicators that are meaningful, not merely measurable.
- Choosing data sources and collection methods for different kinds of evidence.
- Measuring outcomes such as confidence, empowerment, mindset and collaboration.
- Data quality: validity, reliability, timeliness and ethics.

Practical exercise: Develop or refine your MEL Framework, including at least one qualitative indicator.

You leave with: **Artefact 3 - MEL Framework with indicators, data sources, frequency and responsibility**

WEEKS 7-8	Module 4 - From Numbers to Meaning

Focus: Capturing complex change through stories and evidence of contribution.

Key topics

- The difference between attribution and contribution.
- When experimental approaches are not appropriate for social-change programmes.
- Most Significant Change (MSC): collecting and analysing stories of change.
- Outcome Harvesting (OH): identifying, verifying and interpreting outcomes.
- Triangulating qualitative and quantitative evidence.
- Facilitating sense-making with communities and teams.

Practical exercise: Select one project and capture a short story using Most Significant Change or Outcome Harvesting.

You leave with: **Artefact 4 - Story of Change using MSC or Outcome Harvesting**

WEEKS 9-10	Module 5 - From Evidence to Influence

Focus: Turning findings into messages that people can understand, trust and use.

Key topics

- Why many MEL reports fail to resonate.
- Ethos, logos and pathos applied to MEL communication.
- Writing clearly for non-technical audiences without oversimplifying.
- Accessible and power-aware communication.
- Creating different products from one evidence base.
- Closing the feedback loop between evidence, learning and action.

Practical exercise: Develop a Learning Brief summarising a key finding and a simple dissemination plan.

You leave with: **Artefact 5 - Learning Brief and Communication Strategy**

WEEKS 11-12	Module 6 - From System to Legacy

Focus: Bringing the complete MEL system together and planning what happens next.

Key topics

- Assembling your Integration Portfolio: Results Chain -> Theory of Change -> MEL Framework -> Evidence -> Communication -> Learning.
- Reviewing how your MEL practice has changed.
- Presenting and defending your MEL approach with clarity.
- Delivering a concise MEL pitch.
- Developing a 90-Day Implementation Plan.
- Identifying your non-negotiables for inclusive, useful MEL practice.

Practical exercise: Complete your portfolio, deliver your pitch during the final live session and identify the concrete changes you will implement over the next 90 days.

You leave with: **Artefact 6 - Integration Portfolio and 90-Day Plan**

What You Will Graduate With

- A complete MEL system that you can use or adapt for a real project or programme.
- A portfolio of six practical professional artefacts.
- A stronger understanding of participatory and non-experimental approaches to evaluating complex change.
- Greater confidence in explaining, communicating and defending your MEL choices.
- A practical 90-Day Plan for applying the system after the Bootcamp.

Who This Bootcamp Is For

- MEL officers, managers and consultants seeking structure and practical tools.
- Programme professionals who need to demonstrate results in complex settings.
- Donor and foundation teams designing or strengthening adaptive MEL systems.
- Professionals interested in inclusive, participatory and power-aware evaluation.
- People who want the complete CTI journey in a faster, more intensive format.

What This Bootcamp Is Not

- It is not a passive online course or a library of videos to complete someday.
- It does not teach RCTs or other statistical experimental designs.
- It does not require advanced statistical software or coding.
- It is not a shortened version of the learning journey: the full six-module CTI architecture is delivered at a faster pace.

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