Example Logic Model: Starting and Growing a Business

Values: Learning • Discovery • Adaptation • Grit*



▶ New idea

- ► Capital
- ► Business plan, including market intelligence
- ► Talent (staff)



2

Activitie!

- **Business Development**
- ► Marketing and communications
- ▶ Deliver and improve the product
- ► Manage talent



3

Outouts

- **▶** New customers
- Sales
- **Bigger team**
- Product improvements



4

Discorder

- **▶** Revenue
- ► High-quality product
- **▶** Customer satisfaction
- ► Talent retention (employee satisfaction)



5

Import

- ► Market share
- **▶** Innovation
- ► Make the world a better place



*Passion, gumption, hutzpah, moxie, tenacity