

STEP 1

Share Your Passion 2 min.

Interview your partner and learn about their passions!

Focus on a Challenge 2 min.

With a partner, pick specific topic areas to focus on, something you're passionate about! Pick at least two overlapping areas:

Population: _____ Sector: _____

Geography: _____

Create a Challenge Question 2 min.

Identify a question that represents a challenge you'd like to tackle. Choose a 'what' or 'how' question, not a 'why' question.

STEP 2

Identify Problems 4 min.

Brainstorm problems within your topic area.

Problem Trends 4 min.

Place the problems into themes in the table on [Page 2](#) across the first row.

STEP 3

Search for Solutions 6 min.

Brainstorm of the most effective existing solutions by writing down around 5-15 organizations and projects that address your topic area.

Identify Strategies 4 min.

Based upon the solutions, identify the most promising strategies that they use. Place them in the table on [Page 2](#) down the first column.

STEP 4

Mapping 5 min.

Use table on [Page 2](#).

Finding the Root Cause 4 min.

Select one problem theme and search for the **root cause**.

STEP 5

Reflect on Insights 7 min.

- What overall trends or insights emerged for you?
- Were you inspired by any particular opportunities? Try to identify at least one by creating a "what if" statement:

STEP 4

Mapping 5 min.

Map all relevant organizations according to the problem they address (columns) and strategy used (rows).

	Problem Themes →				
Strategies ↓					

Changemaking 101: The Discovery Framework Tool

EXAMPLE

STEP 1

Share Your Passion 2 min.

Interview your partner and learn about their passions!

Focus on a Challenge 2 min.

With a partner, pick specific topic areas to focus on, something you're passionate about! Pick at least two overlapping areas:

Population: Women *Sector:* Economic Development

Geography: Middle East & North Africa (MENA)

Create a Challenge Question 2 min.

Identify a question that represents a challenge you'd like to tackle. Choose a 'what' or 'how' question, not a 'why' question.

How can women in Middle East & North Africa fully participate in and advance economic opportunities that help raise their standard of living?

STEP 2

Identify Problems 4 min.

Brainstorm problems within your topic area.

- Low self-confidence, lack of role models
- Lack of social support for working mothers
- Micro-credit inadequate w/o skills training & support
- Income generation limited to unstable, low-paying, and manual labor
- Lack of access to markets for goods distribution
- Lack of education & skills training
- Cultural norms/legal institutions restricting economic participation
- Distrust for unsustainable outside

Problem Trends 4 min.

Place the problems into themes in the table on [Page 2](#) across the first row.

STEP 3

Search for Solutions 6 min.

Brainstorm of the most effective existing solutions by writing down around 5-15 organizations and projects that address your topic area.

B-Fit Fitness Centers
 GloWork Jobs Site & Fair
 Sakhras Labor Union
 Kashf Foundation Microcredit
 Palestinian Incubator & Consulting
 El-Nafez Skills Training & Product Branding
 Kaarvan Small Business Training
 [more]....

Identify Strategies 4 min.

Based upon the solutions, identify the most promising strategies that they use. Place them in the table on [Page 2](#) down the first column.

STEP 4

Mapping 5 min.

Use table on [Page 2](#).

Finding the Root Cause 4 min.

Select one problem theme and search for the **root cause**.

STEP 5

Reflect on Insights 7 min.

- What overall trends or insights emerged for you?
- Were you inspired by any particular opportunities? Try to identify at least one by creating a "what if" statement:



WHAT IF ... the popularity of soap operas could be customized with a story that can change negative cultural attitudes toward women starting their own businesses?

STEP 4

Mapping 5 min.

EXAMPLE

Map all relevant organizations according to the problem they address (columns) and strategy used (rows).

	Problem Themes 				
	Limited entrepreneurial exposure	Restricted access to capital	Lack of targeted training	Recruiting practices are exclusionary	
Strategies 	<ul style="list-style-type: none"> • B-Fit • Ka-mer • Women’s Rights Assoc. 	<ul style="list-style-type: none"> • Kashf Foundation • Sakhras Women’s Society 	<ul style="list-style-type: none"> • Support for Women’s Work 		
Combine practical education & social services (e.g. daycare, counseling)	<ul style="list-style-type: none"> • Water Lily • Palestinian Center for Development Studies 	<ul style="list-style-type: none"> • Lyari Community Development Project (LCDP) 	<ul style="list-style-type: none"> • Support for Women’s Work 		
Develop branding & arts to build confidence	<ul style="list-style-type: none"> • Palestinian Center for Development Studies 	<ul style="list-style-type: none"> • Kashf Foundation 	<ul style="list-style-type: none"> • El-Nafez 	<ul style="list-style-type: none"> • GloWork 	
Adapt technology to overcome cultural barriers		<ul style="list-style-type: none"> • Kashf Foundation 		<ul style="list-style-type: none"> • GloWork • Souktel 	

*This example was shortened and modified from the full discovery report, “Women Powering Work”, available on changemakers.com