

Measuring What Matters and Demonstrating Impact

Representative Work

REPRESENTATIVE WORK DISCLOSURE

This is a fictional representative scenario created to demonstrate Baobab Pathways' approach and the types of deliverables we produce. It is not a prior client engagement.

THE PROBLEM

A fictional prevention and navigation program had strong activity reporting but lacked a clear way to connect program delivery to participant outcomes and longer-term impact.

WHAT BAOBAB DEMONSTRATED

- Built a theory of change connecting inputs, activities, outputs, outcomes, and impact.
- Created a deliberately small KPI architecture spanning reach, delivery, outcomes, and impact.
- Matched evaluation rigor to the decision being made rather than over-engineering the study.
- Designed a recurring learning cycle so evidence informs program improvement and investment decisions.

REPRESENTATIVE RESULT

The work moved measurement from a year-end reporting requirement to an ongoing management and learning system.

CORE DELIVERABLES

Outcomes framework • KPI architecture • Evaluation approach • Learning cycle • Impact narrative

THE BAOBAB PERSPECTIVE

The value of the work is not simply the analysis or strategy itself. It is the clearer decision, stronger program, or more useful measurement system that the work enables.