

## **Exercise 9**

# **IDENTIFYING YOUR OWN INDICATORS OF CHANGE**

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**In a nutshell:**

'Identify your own indicators of change' builds on the 'Action planning' exercise, focusing specifically on how market actors will judge the effects of their actions to address blockages. The purpose of this is to encourage market actors to take action, reflect on the effects of this, and to adapt their new practices for maximum results.

**Estimated time:**

60 – 90 minutes

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**When to use this exercise:**

This exercise is suitable to help market actors build on Milestone 3 and reach Milestone 4 in the participatory journey.

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**Prerequisites:**

Participants need to have committed to specific, concrete actions so that this exercise can help them to build a way of measuring the effects of the action. The 'Action planning' exercise is appropriate for facilitating participants to put their commitments on paper.

## **Objectives:**

- Market actors work together to define their own indicators of success against which to judge the effect of the actions they commit themselves to.
- In time, these indicators will help participants in subsequent workshops to reflect on the actions they take and to adapt their strategies to maximise results.

## **How it works:**

This exercise works well when it follows the 'Action planning' exercise. The key to this exercise is to facilitate participants who commit to action, to discuss what they want to see happen as a result of their actions and agree to look out for these changes.

It is important that the facilitators help market actors to identify 'SMART' expectations. 'SMART' expectations are specific, measurable, achievable, relevant and time-bound. A realistic and specific expectation is very powerful because when it is achieved and participants reflect upon this achievement, energy and momentum for change among market actors grows, and enthused market actors take up leadership in the process.