Purposeful Program Theory: Effective Use of Theories of Change and Logic Models

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Between good intentions and great results lies a program theory—not just a list of tasks but a vision of what needs to happen, and how. Now widely used in government and not-for-profit organizations, program theory provides a coherent picture of how change occurs and how to improve performance. Purposeful Program Theory shows how to develop, represent, and use program theory thoughtfully and strategically to suit your particular situation, drawing on the fifty-year history of program theory and the authors' experiences over more than twenty-five years.

"From needs assessment to intervention design, from implementation to outcomes evaluation, from policy formulation to policy execution and evaluation, program theory is paramount. But until now no book has examined these multiple uses of program theory in a comprehensive, understandable, and integrated way. This promises to be a breakthrough book, valuable to practitioners, program designers, evaluators, policy analysts, funders, and scholars who care about understanding why an intervention works or doesn't work." —Michael Quinn Patton, author, Utilization-Focused Evaluation

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