

Hi!

Thanks for accepting the important role of being a Strategy Thought Partner.

We put together the following definitions of terms that you may find when going through the Strategy Decks of the social entrepreneurs you have been matched with.

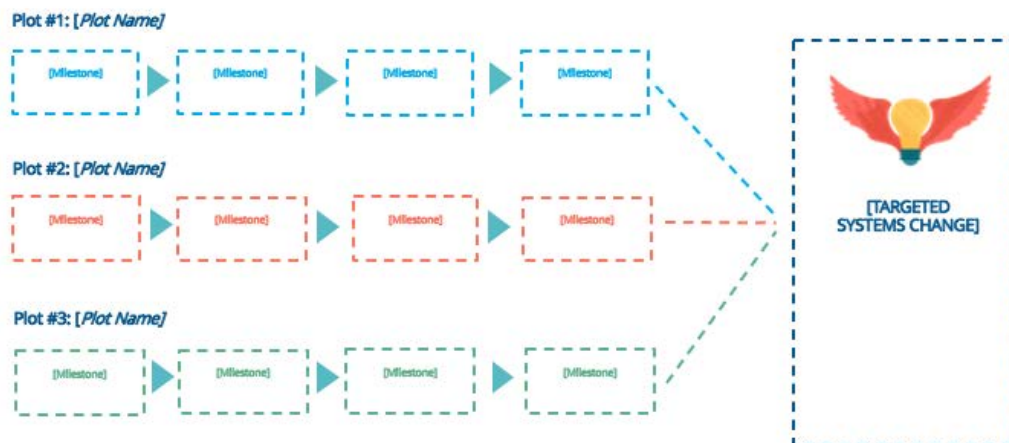
**TARGETED SYSTEMS CHANGE:** a sentence that describes the current state of a system, the change that the social entrepreneur aims within it, and the improved results that his/her actions would lead to.

**SYSTEMS CHANGE STORY:** the different milestones that need to materialize towards the systems to shift towards the targeted systems change. We like to think of this journey as a story with a happy ending.

**PLOT/S:** angles and challenges that need to be addressed in order to arrive to the targeted systems change.

**MILESTONE/S:** “chapters” within the plots that mark significant progress and that will lead to the “happy ending” or targeted systems change.

## Systems Change Story



*Visual representation of the System Change Story*

*The Ashoka Globalizer Team*