

WHAT IS OUR
PROPOSED
SOLUTION TO THE
PROBLEM?

OBJECTIVE TREE
&
STRATEGY

16.10.2017



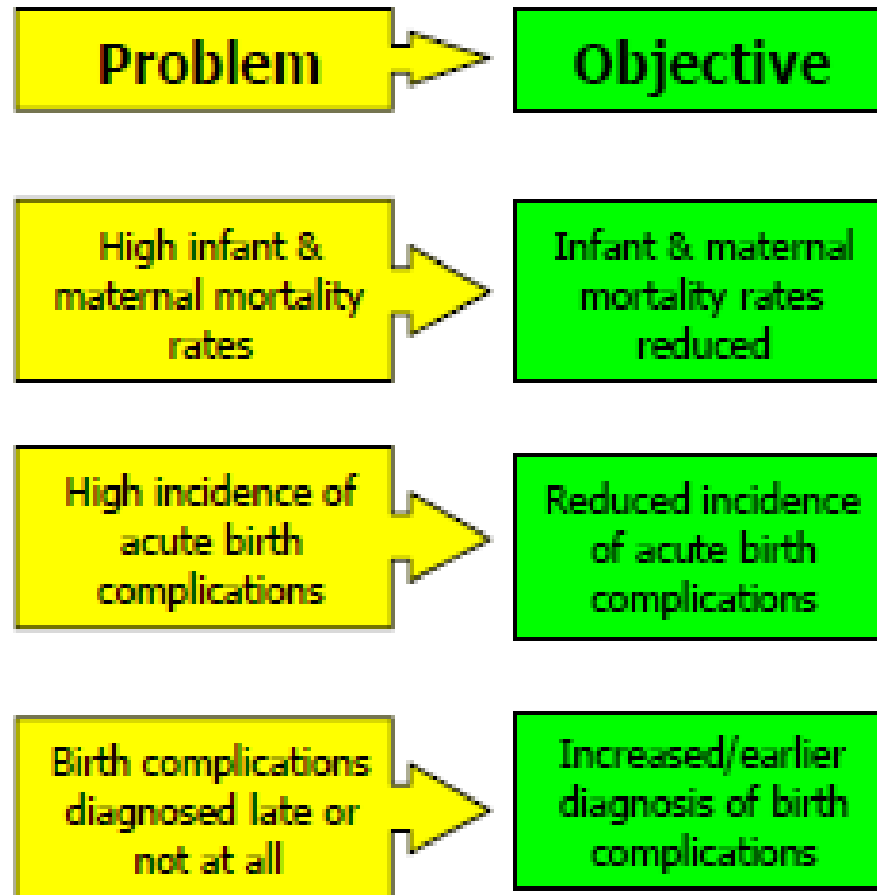
How?

The objective tree shows you how things could be if the social problem were reduced or eliminated. You create the objective tree simply by taking the negative statements from your problem tree and turning them into positive statements. The result of this will help you design your solution – the products or services that will address the social problem.

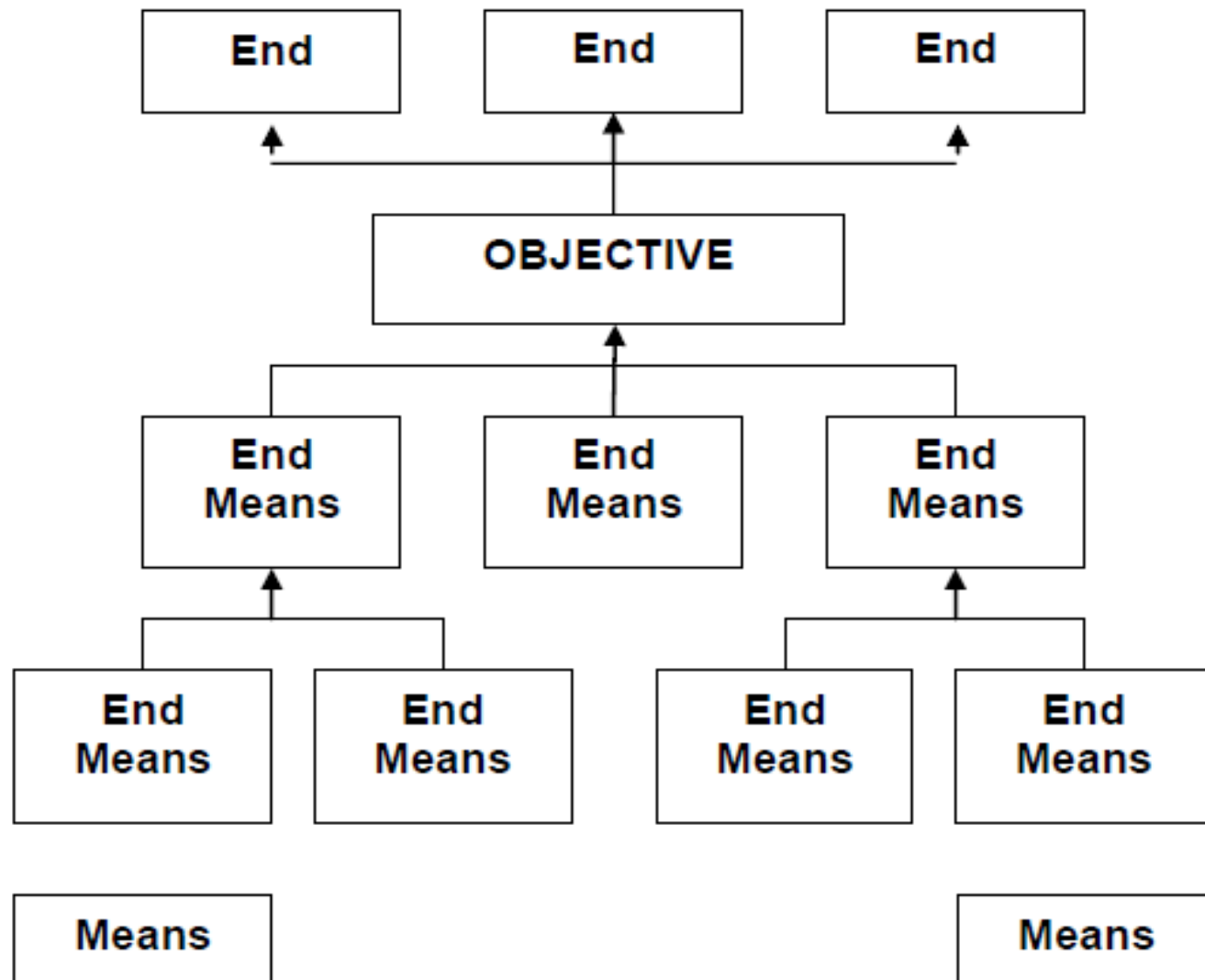


- While problem tree presents the negative aspects of an existing situation, objective tree presents the positive aspects of a desired future situation. This involves the reformulation of problems into objectives.

Figure 9: Transforming Problems into Objectives

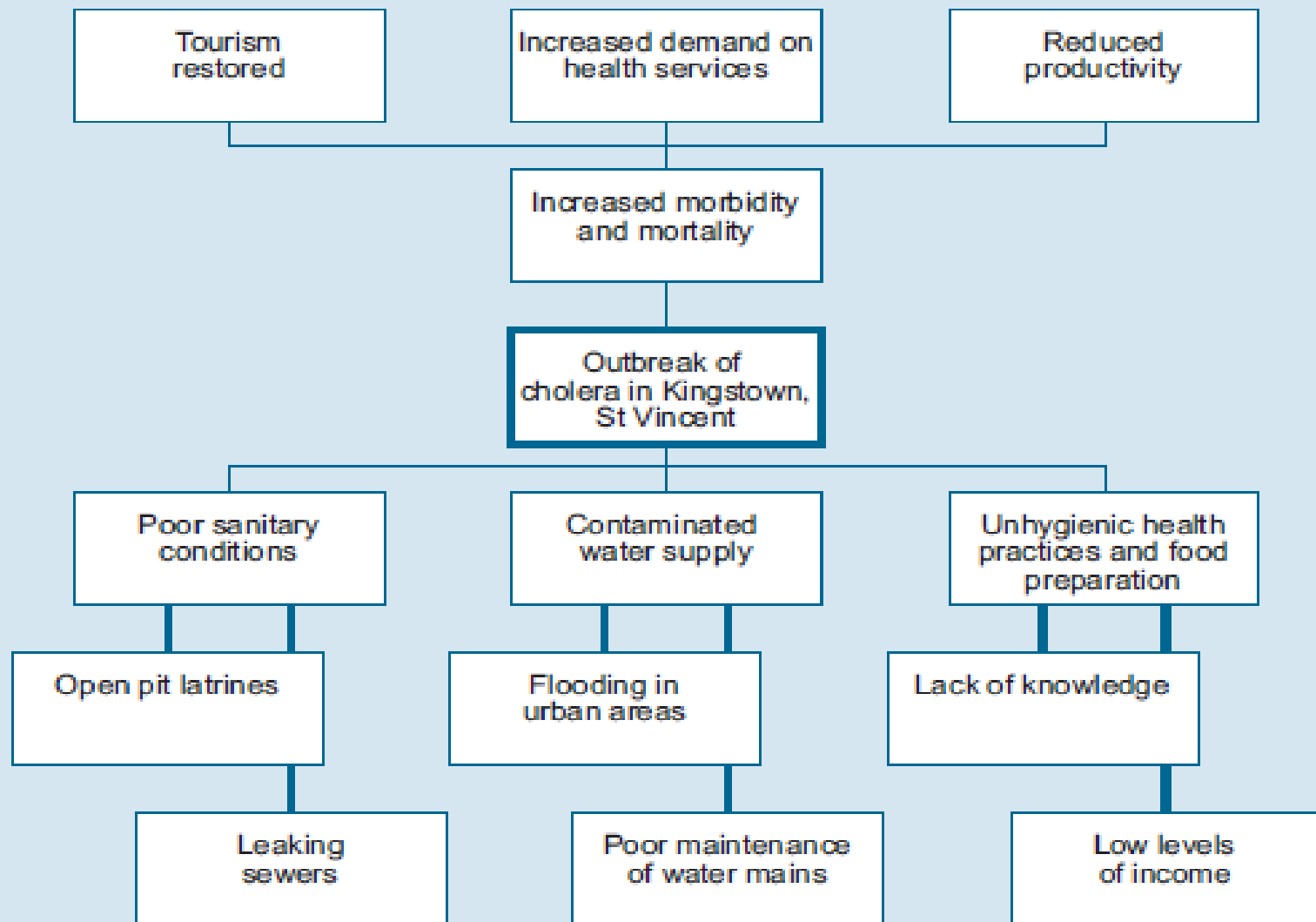


PROJECT FORMULATION PHASE



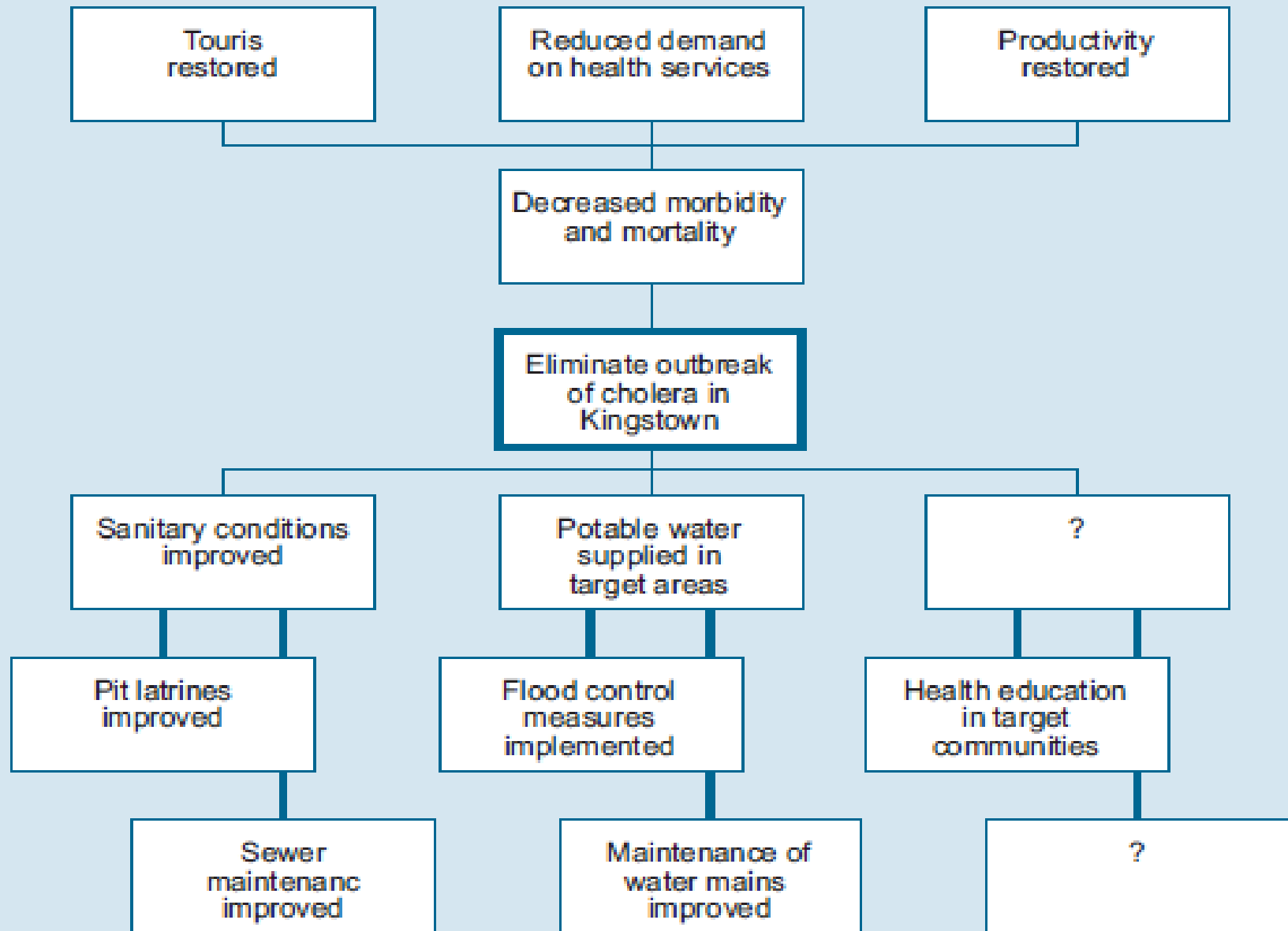
Box 3: Problem tree analysis

Define the focal problem, its immediate and direct causes and its effects



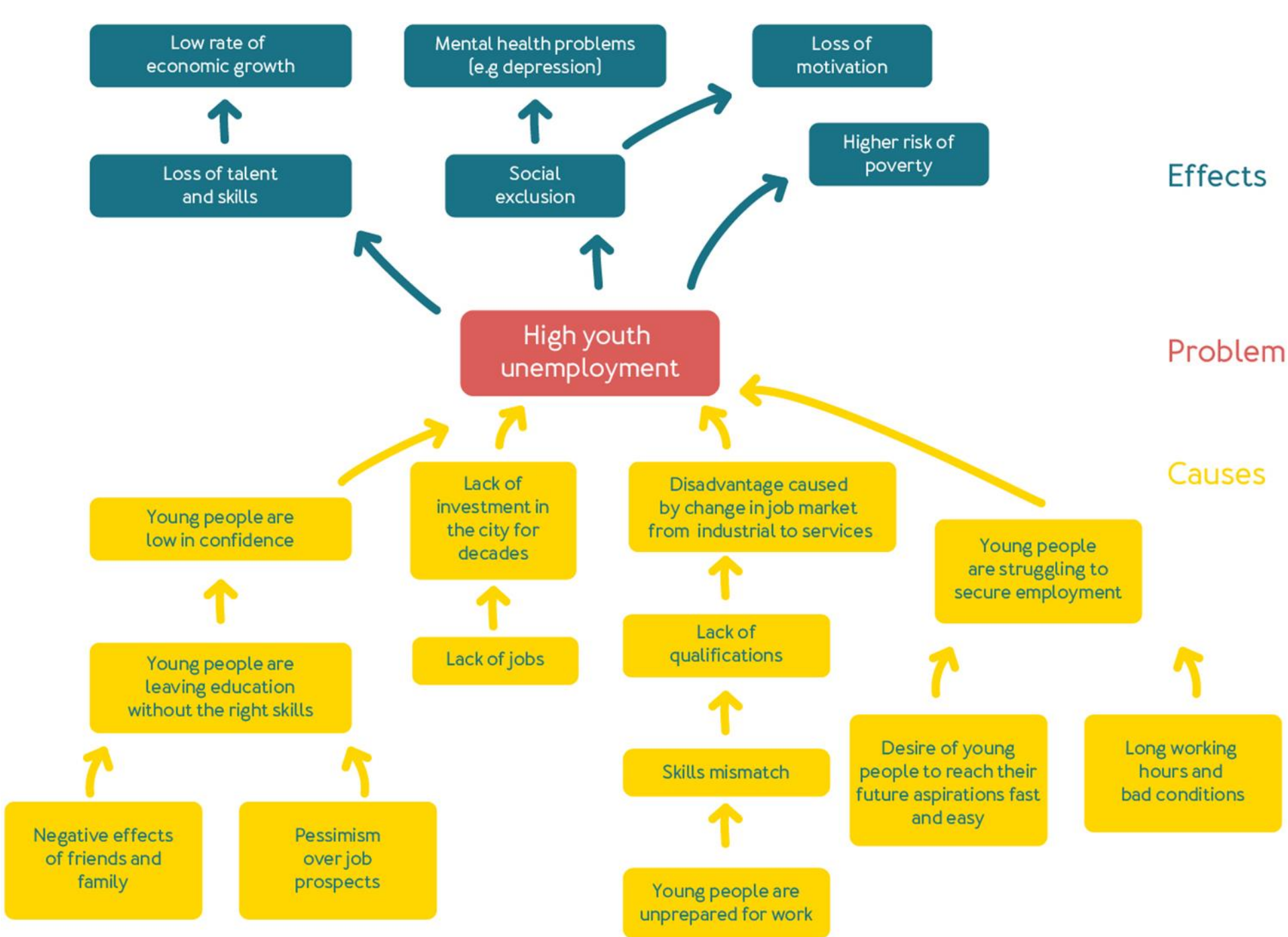
Box 4: Objectives tree analysis

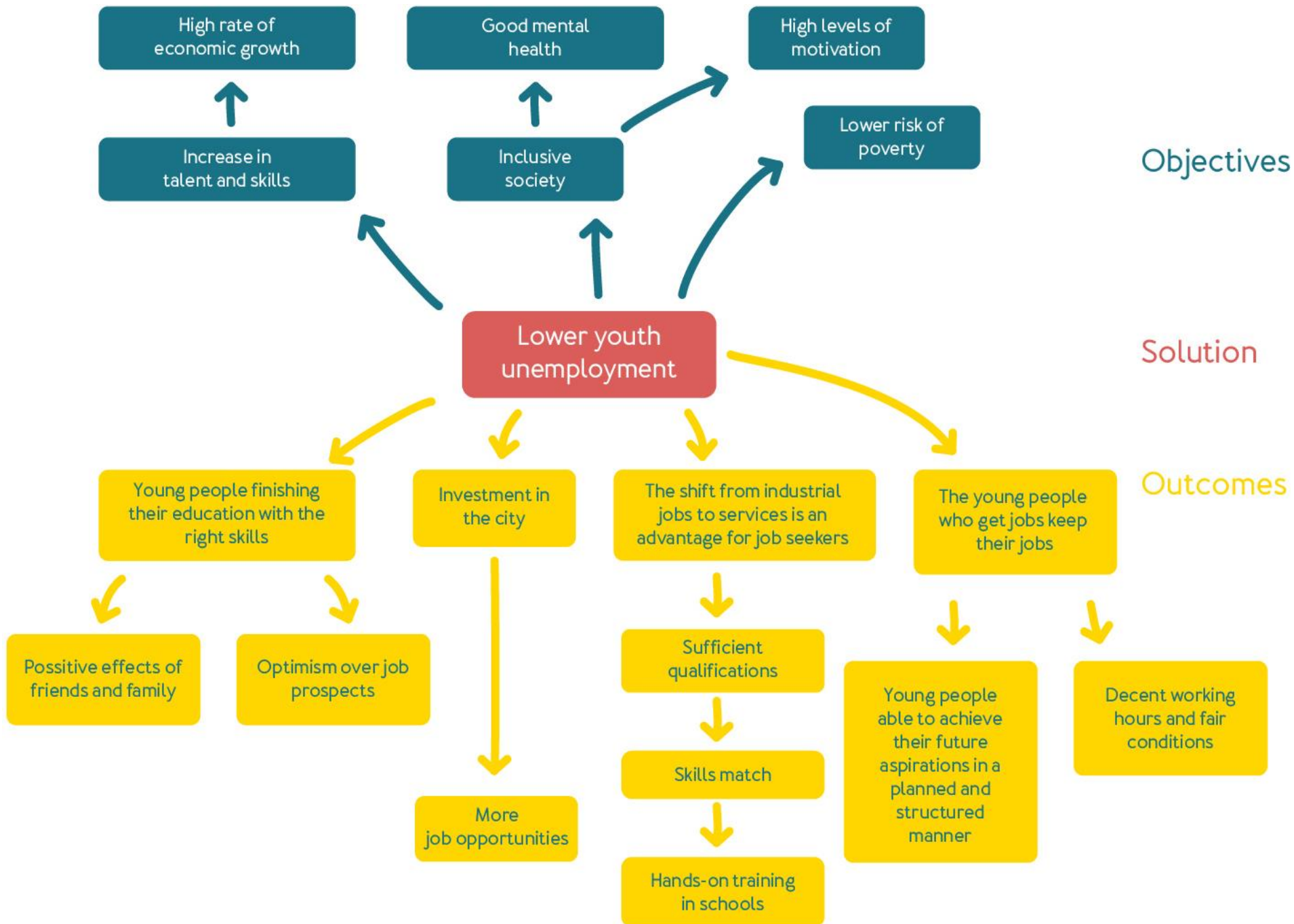
Transform each problem statement into an objective



PROBLEM TREE AND OBJETIVE TREE OF **GIZAJOB** FROM MAXIMIZE YOUR IMPACT from Maximize Impact Guide





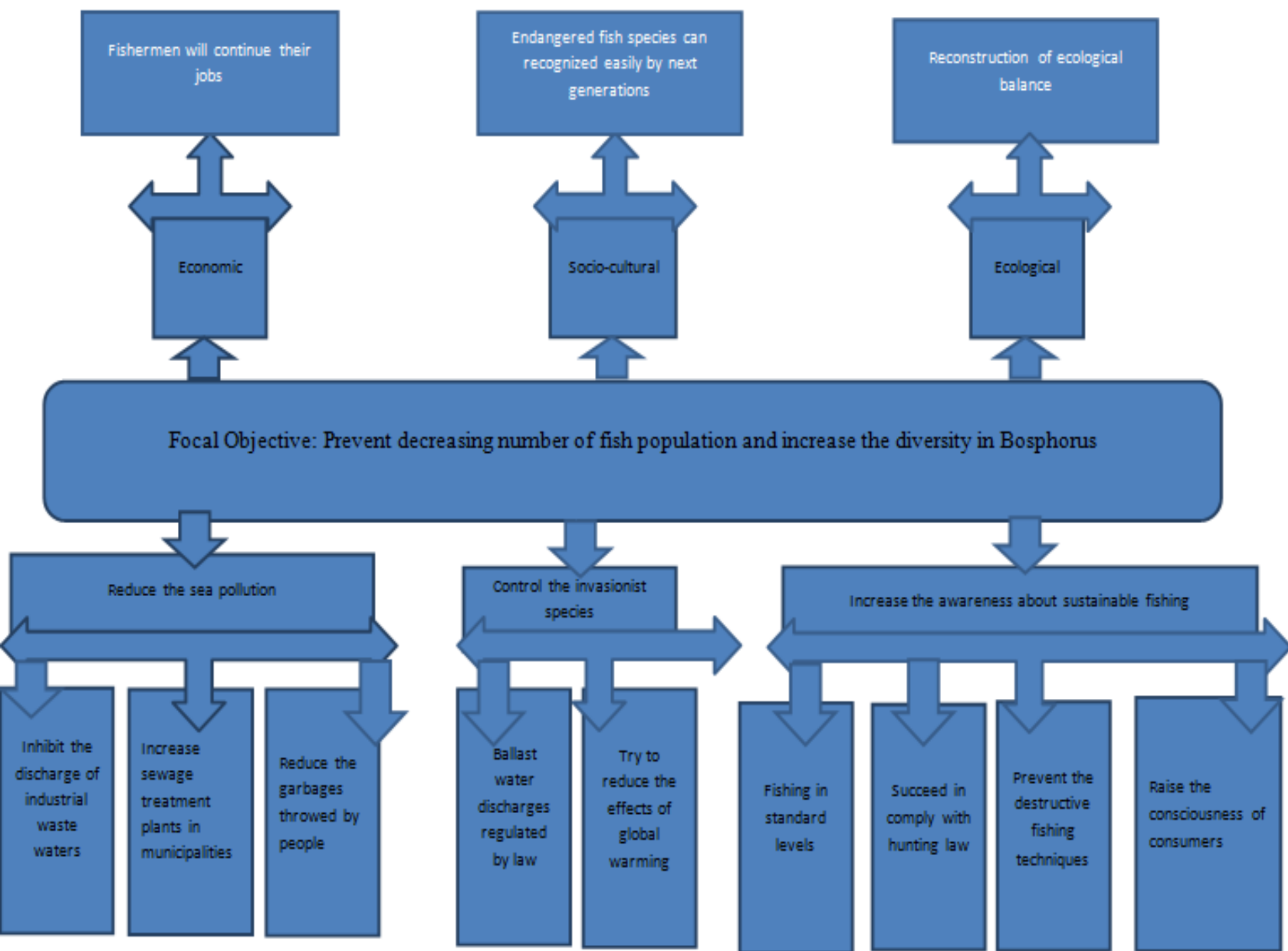


PROBLEM TREE AND OBJECTIVE TREE OF SUSTAINABLE FISHING IN SARIYER PORJECT

By Student Group of MGMT 310 year
2014



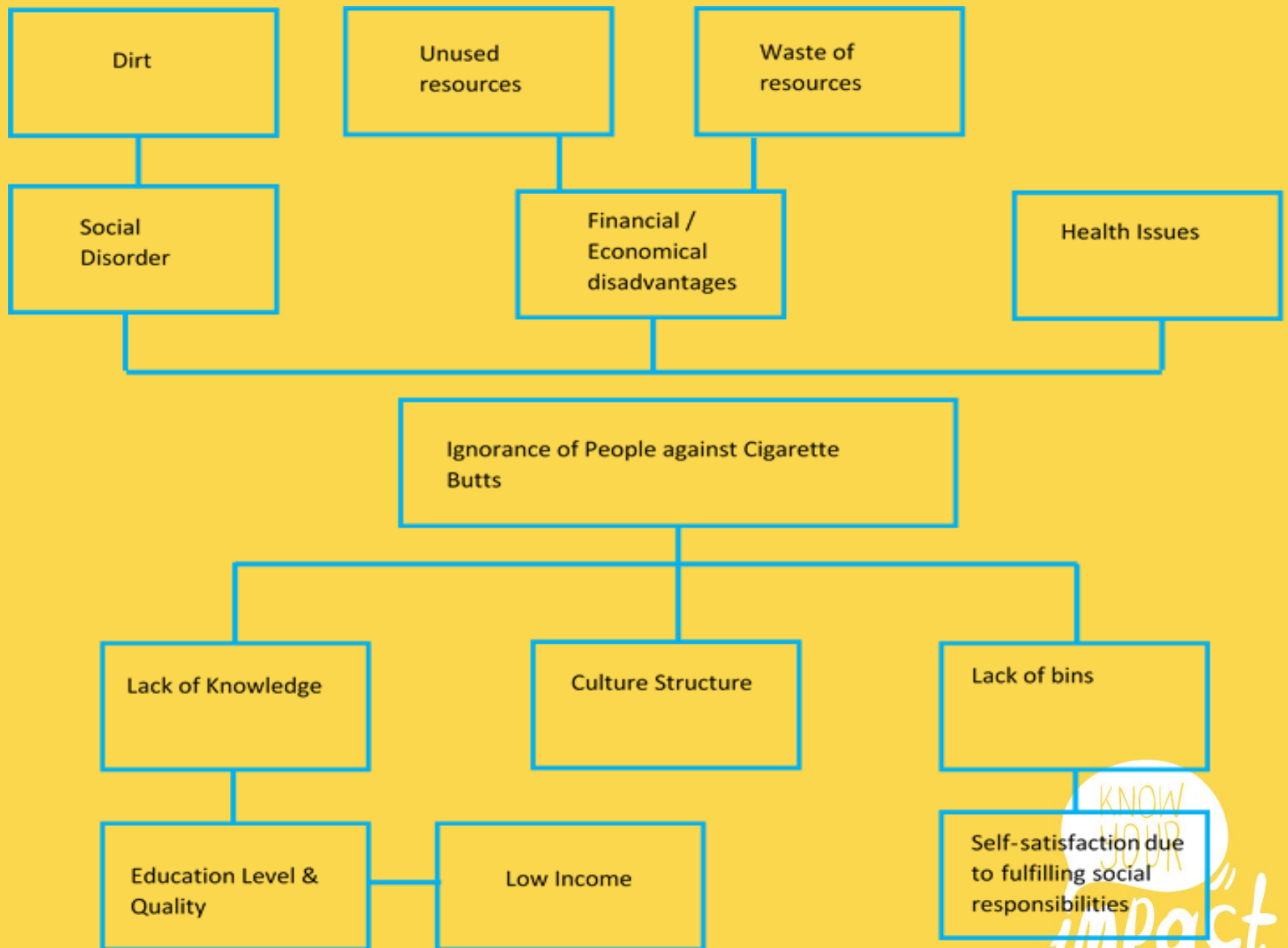


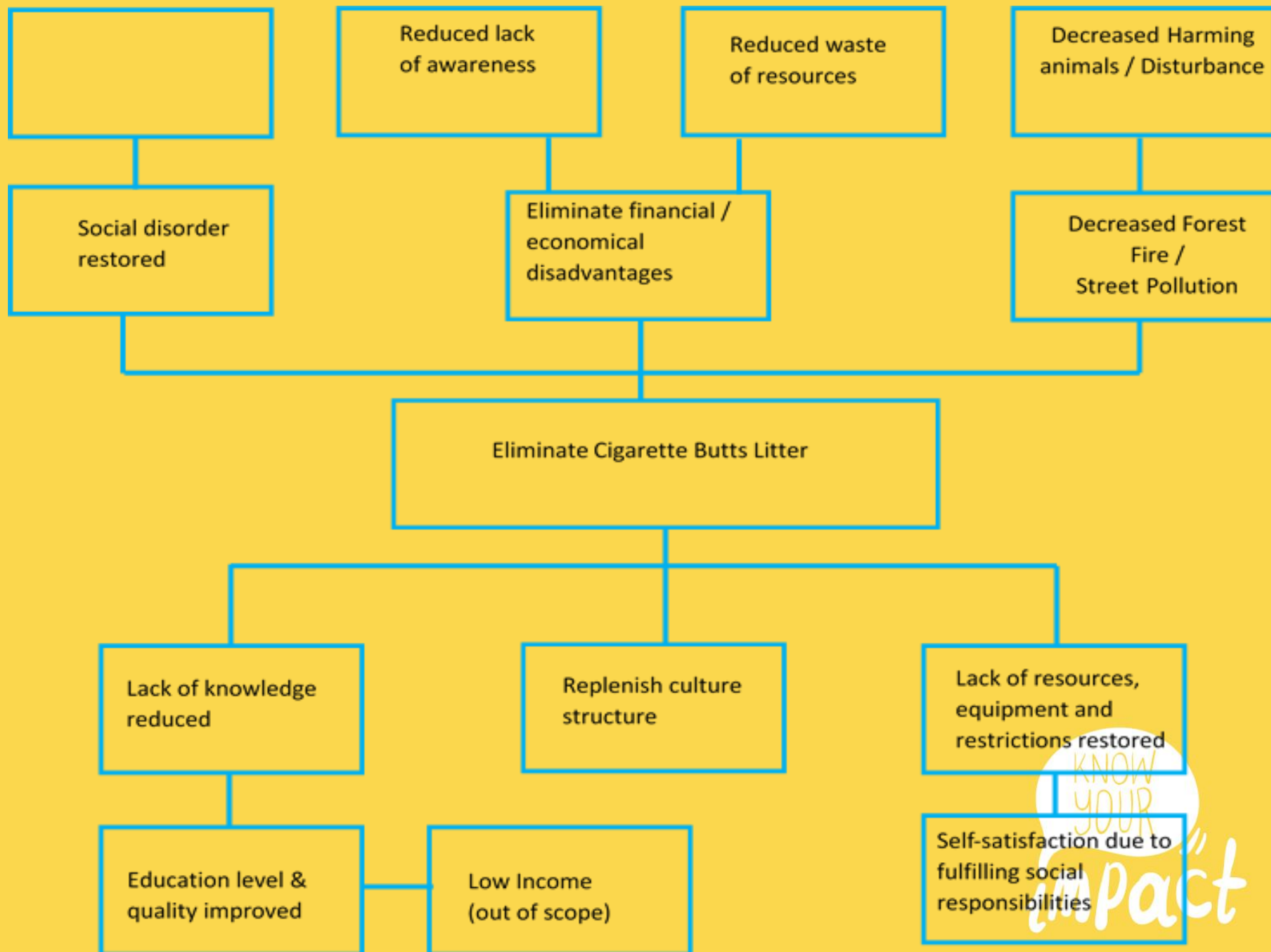


PROBLEM TREE AND OBJECTIVE TREE OF CIGARETTE BUTTS AWARENESS PROJECT

By Student Group of MGMT 310 Year
2014









1. WHICH PART OF THE
PROBLEM SHOULD I TACKLE?

2. WHO ELSE IS TACKLING THE
SAME PROBLEM?

3. CREATING AN IMPACT
GOAL

WHICH PART OF THE PROBLEM SHOULD I TACKLE?

Once you have mapped out the root causes of the problem, you need to decide which of the causes to focus on. It is unlikely that you will have the all the resources (or range of skills) needed to offer solutions for every root cause of the problem.

The factors you need to take into account are the financial and nonfinancial resources available to you (the skills in the team, their abilities, capacities, interest areas, expertise) and the value you want to create for your stakeholders.

You will then choose which root cause to focus on and then design your solution accordingly.



You may have a direct connection to your chosen social problem; perhaps, you have experienced it yourself, or know people who have..



In the case of Gizajob, the team reviewed and evaluated their resources and the need to generate income to keep going, and decided to focus on two root causes of the problem of youth unemployment:

- **low confidence**
- **lack of preparation for work**

WHO ELSE IS TACKLING THE SAME PROBLEM?

It is important to know who else is working to address the same social problem as you - so you don't waste your resources or risk not being able to create any value. Once you have scanned the sector, you have several options:

- ✓ Continue focusing on your chosen solution by yourself
- ✓ Develop your solution or product by seeking to work with other organisations or individuals working on the same root cause
- ✓ Change your solution by tackling a different root cause or causes



For instance, Gizajob scanned the Youth employment sector and realised that:

- ✓ The local government runs some job fairs to promote local employment opportunities
- ✓ A housing cooperative runs a job club once a month that provides some support to unemployed residents
- ✓ A local college helps their students and ex-students write their CVs



Consequently, Gizajob formed good relationships with these organisations and made sure that their programme was providing a complementary service and not competing.



CREATING AN IMPACT GOAL

Understanding the root causes of the problem can help you to identify the areas where change needs to take place - and to decide which particular part you are trying to solve. Your Impact Goal is what you want to achieve: the part of the bigger problem that you have decided you will try to change.



In the case of Gizajob,

the social problem is high youth unemployment,

their Impact Goal is to: help 18-25 year olds in their region to find and keep employment.



When deciding your Impact Goal you should take your resources and skills and other factors (such as the feasibility of your approach) into consideration. The objective tree presents you with the ideal situation and helps to define your impact goal. You need to be ambitious but also realistic.



Group work to develop your own problem tree and objective tree and think about impact goal and design possible solution /solutions to the problem

