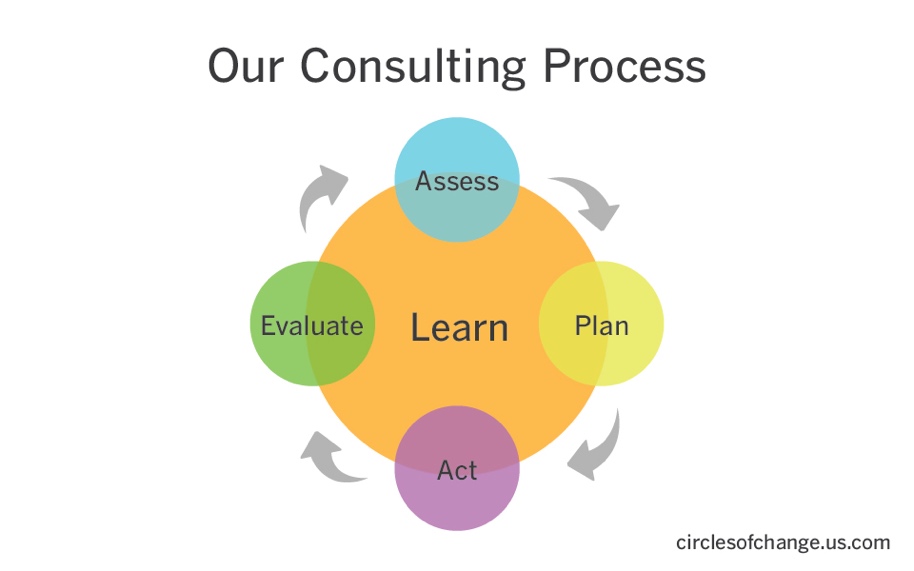
**Theory of Change:**

Event Garde uses the [Circles of Change](http://www.circlesofchange.us.com/) model of organizational change, created by Robert Quintana Hopkins (he/him), Director of Organizational Development, Stanford University/CEO, Circles of Change, LLC.



**Assess -** gather internal and external data to identify trends, strengths, opportunities and gaps.

**Plan -** develop a long-term strategic plan, and/or create a concrete short-term action plan.

**Act -** implement the plan and ensure key stakeholders have the appropriate level of ownership.

**Evaluate -** measure outcomes and impact based on pre-established targets and success indicators.

**Learn -** observe, reflect, interpret and adapt throughout the continuous process of change.