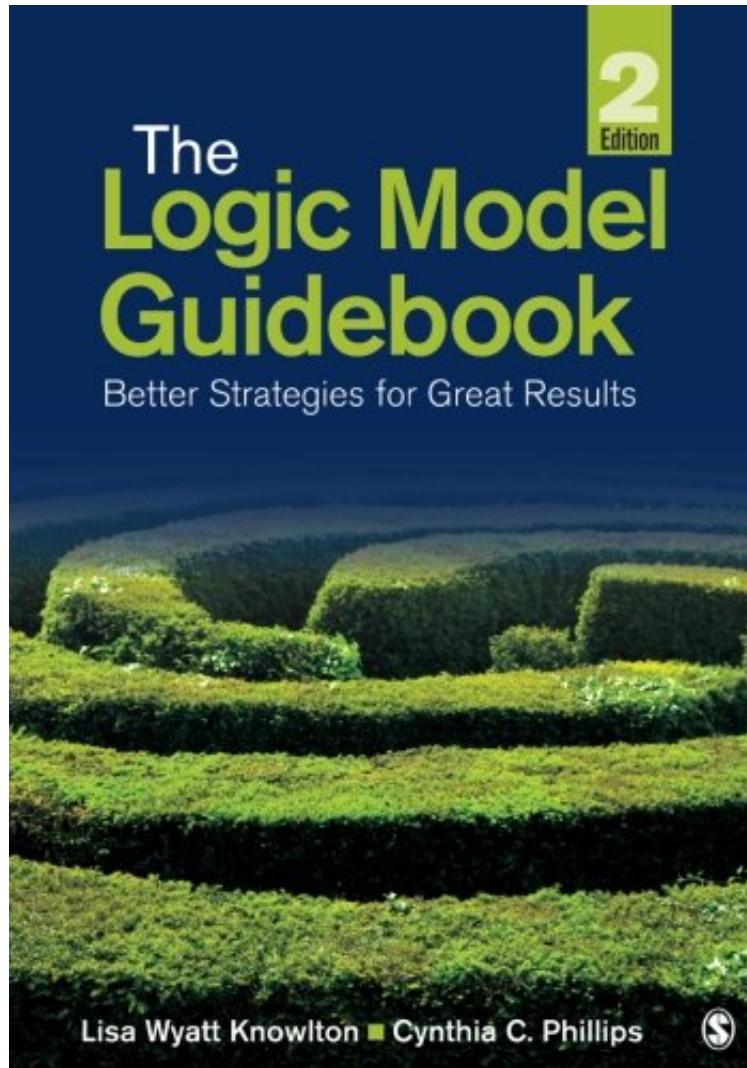


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## The Logic Model Guidebook: Better Strategies for Great Results (Volume 2)

*Lisa Wyatt Knowlton, Cynthia C. Phillips*

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It is a powerful tool for practitioners and students. (Sylvie Taylor, Ph.D.) Regardless of sector, logic models are valuable tools to design systems and improve strategy. (Kori Reed) About the Author Lisa Wyatt Knowlton, Ed.D. Lisa is a cycling enthusiast, Lake Michigan fan, adoption advocate and voracious reader. She holds a BA in International Relations from Michigan State University, an MPA from Western Michigan University, and an EdD in Management and Policy from Western Michigan University. Her work history includes senior roles in programming and management of private, community, and corporate philanthropy along with organizational development and government relations. She has managed many large change projects for the W. K. Kellogg Foundation as well as the Aspen Institute, Bill and Melinda Gates Foundation, Independent Sector, Ball, Nokomis, and Kauffman Foundations. Lisa is a W. K. Kellogg National Leadership Fellow with deep experience in Central America, Asia, and Europe. Lisa authors a blog called tinker. She is a contributor to Leadership in Nonprofit Organizations (Sage, 2011). Her areas of specialization include strategy, organization development, leadership, change management, and systems thinking. She is Chief Strategy Officer, management guru, and learning coach with Phillips Wyatt Knowlton, Inc. She also speaks Spanish. You can reach her via e-mail at: lisawk@pwkinc.com. Cynthia C. Phillips, Ph.D. Cynthia is a birder, recovering aerobics instructor with 30 million meters rowed, and cyber-sleuth. She received a BS in Biology and Chemistry from Indiana University, an MA in Educational Leadership from Western Michigan University, and a PhD in Measurement, Research Evaluation from Western Michigan University. Her experience includes consultation with the W. K. Kellogg Foundation, Ball Foundation, Bill and Melinda Gates Foundation, Nokomis, Kauffman, and the David and Lucile Packard Foundations in the design and implementation of evaluation, evaluation training, and knowledge management projects. She is the author of the W. K. Kellogg Foundation Logic Model Development Guide. Cynthia is a sought-after presenter on logic models and knowledge management. Her areas of specialization and expertise include evaluation/measurement; knowledge management; organizational learning; logic models, quantitative methods, and qualitative methods; and electronic data collection and dissemination. Cynthia offers a user-friendly approach to evaluation capacity building. She is Chief Idea Engineer, and measurement expert with Phillips Wyatt Knowlton, Inc. You can reach her via e-mail at: cynthiap@pwkinc.com.