## CONTENTS

Preface	vii
,	

Introduction:	Ideas	That	Matter	т
mtroduction:	rueas	mat	matter	1

- 1 What Do You Want to Achieve? 17
- 2 What Do You Do That Makes a Unique Contributiont? 30
- 3 Who Are Your Key Audiences and How Do You Reach Them? 48
- 4 What Resources Do You Need and How Can You Develop Them? 65
- 5 How Do You Evaluate Impact and Learn from Your Experience? 83

Notes 97 Interviews 111 Selected Readings 115