A Cycle of Progress for Effective Nonprofits

**Listen**
- to the community you serve
- to what is working for others
- to the best research

**Act**
- try something new
- see what happens
- measure the results

**Learn**
- what worked and what failed
- what should change
- what to do differently

**Repeat**
- integrate what works
- try a new experiment
- continuously improve impact