

The “Project Logic Model” works by you starting at the bottom and working up.

1. In the first box, identify the target audience
2. In the second layer up, write three (or more) key needs
3. In the third layer up, identify the actions needed
4. In the transition, identify the outputs
5. In the fifth layer up, write three (or more) sustainable outcomes
6. At the top of the tree, identify the final project outcome

*See second page for project example.



enactus™

UNITED STATES

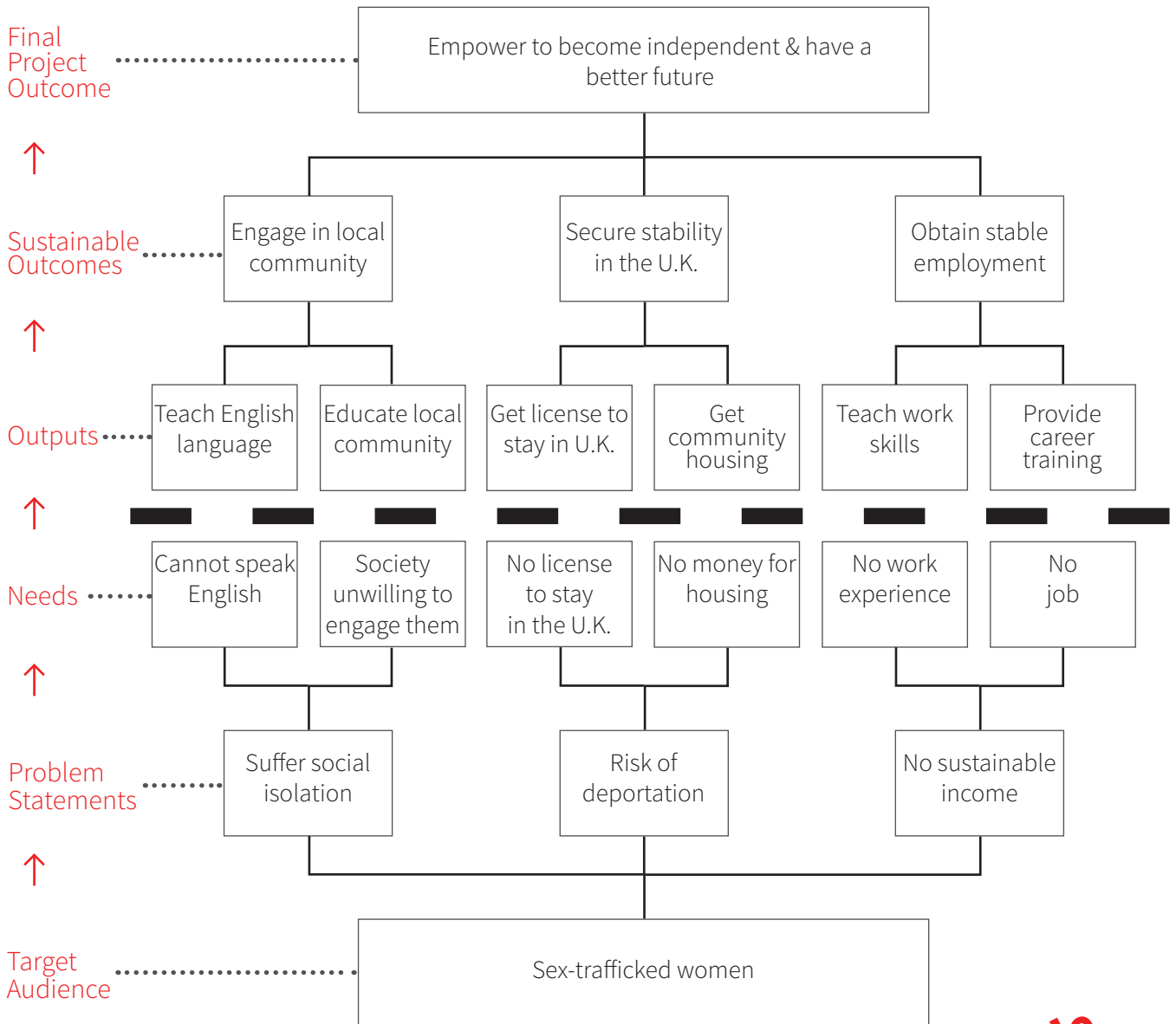
PROJECT LOGIC MODEL

Example

**ENABLING
PROGRESS**

**TAKING
ACTION**

**SEEING
OPPORTUNITY**



Example

Above is a detailed example of the Enactus Project Logic Model showcasing an Enactus project from the U.K. working with sex-trafficked women. After listing the target audience, we identified the problem statement and broke down the specific needs of the individuals, which led us to our solution. Remember your model can be much larger or smaller than the provided example. In order to achieve your goal you must set manageable tasks for team to complete.