Elements of a Results Story
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Leaders can use the results action plan as a frame to tell results stories. Depending on audience, it might be more helpful to talk about the impact the work is having on people, what the data is revealing, or contributions of partners. The table below offers how some parts of the results action plan can contribute to a results story.

Focus or Element of a Story	**Results Action Plan**	**Sample Language**
Impact on People and/or communities • Current status of people or circumstances • Disparities	Results Statement Disaggregated populations and program populations	*"Youth of color are over represented in our juvenile justice system. Black youth represent 6 percent of our state population and 24 percent of the young people in facilities."*
Data • Progress on targets—expressed in whole numbers and percentages	Indicators Baseline and Targets Performance measures	*"We know that young people are leaving our system better than when they came in, as 95 percent of our provider partners are making a measurable contribution to positive youth outcomes."*
Theory of change • The overarching strategies that move the indicator that demonstrates an improved condition of well-being	Strategies Root Cause Analysis	*"Investing in a community based continuum of care provides critical opportunities for young people to receive support and accountability in the most cost effective way."*

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Individual and Partner contributions • Actions by leaders, partners, and/or stakeholders who are impacted by or supporting the work • Personal connection to the work	Programs Performance Measures Targets	*"To achieve results, we cannot do this alone. Our partnerships with non-profits are essential in providing community based alternatives to confinement."* *"I believe that all youth deserve fair and equitable opportunities that I would want for my own children"*
On-the-ground work • Key activities and particular programs	Programs Performance measures	*"We are engaging with parents and community members to actively include their perspectives in policy and program development."*
People who make a difference • Individuals who are working in communities to make progress to the result	Performance measures Programs	*"Providers in our school based health centers are providing essential health care to our most vulnerable youth who may otherwise not have health care access."*
Return on investment • Data showing progress • Budget and costs	Indicator and performance measure data Disparity data	*"For every dollar invested in diverting youth from the juvenile justice system, we are able to return four dollars to the tax payers without compromising pubic safety."*
Achievements and Milestones • Performance relative to targets and timeline data	Target and timeline data	*"Over the past year, we have reduced the number of youth confinements by 55%."*