



Five reasons why PSYDEH is a paradigm-changer in the field of community-led development and for other grassroots non-profits operating in Mexico and worldwide.

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(1) [PSYDEH’s replicable programming and how we measure impact/outcomes](#).

We are globally recognized as unique from our grassroots peers because we measure progress against SMART goals using culturally appropriate tools.¹ This includes giving and taking verbal feedback with focus on testimonials and stories, surveys, drawings, and attendance data.

Program impact measurement strategies are created in line with funder wishes/guidance, better-practices, and on-the-ground realities. We set ambitious aims and evaluate progress towards these goals using KPIs measured against baseline and target data. We prioritize measuring instruments that account for how women partners are innately intelligent and often illiterate and prefer their local languages. This means our bi-lingual staff prefer paper tools with colors or symbols over digital surveys, verbal-and image-based feedback over written text.

Workshop attendance lists, drawings, PSYDEH staff surveys, co-op sales reports, meeting minutes, as well as meticulous workshop curriculums and program log frames support structured feedback loops to consistently improve our efforts in the field and internally. These materials help us to produce quarterly and annual impact reports, packed with qualitative and quantitative data, for our donors and our own team’s growth. Moreover, we have deep experience producing high-quality photography and video to allow partners and staff to speak directly about impact in their own words. This content is shared across social media, newsletters, and our website.

Impact measurement is vital but also complicated and time consuming.² To better understand how we do the above, let us share a bit more in the context of 2021-2024 programming:

- ***SHORT-TERM IMPACT*** via *direct service* — a 2021 seed fund ["Cuando Amanece"](#) for women partners’ groups along with training and support in producing their own community impact projects during the pandemic:
 - impact was measured by: (A) 164 women participating in months-long training, (B) quantitative and qualitative outcomes from each of their 28 projects, (C) 23 women-led collectives becoming the captive audience for 2022-2024 programming, and (D) women’s demand that we replicate the community impact projects every year.³

¹ GlobalGiving chose PSYDEH from 6000 nonprofits worldwide for their 2018 [Top 10](#) nonprofits-committed-to-impact award.

² PSYDEH shares transparently about the complexity of our impact reporting work in this 2022 [article](#).

³ Multi-year USA funder, Kroll, asked for this seven page [report](#) explaining *Cuando Amanece* impact M&E.



- **LONG-TERM IMPACT** via *appreciative inquiry* — “question thinking” and “active listening” around 2021 women’s demands regarding gender (and social, economic, digital) equality leads to 2022-2024 programming:
 - **Economic solidarity network “Red Sierra Madre (RSM)”** – 150+ rural and Indigenous women from whom we now have a 100% active/committed group of 60 cooperative training graduates leading four cooperatives with whom we work to increase equality at three levels: (i) personal impact, (ii) community impact, (iii) social impact.⁴
 - Public-facing 2022 RSM impact measurement and evaluation (M&E) and reporting includes video, website article, and a human rights-oriented women’s declaration for government officials.⁵ We also produced a 34-page report for a German donor.^{6 7}
 - **Digital inclusion solution “Tec para Todos (TpT)”** – 150+ women entrepreneurs and their marginalized communities in which over 3000+ direct/indirect beneficiaries engage in digital access, use and innovation activities, e.g., use Google Lens as an educational tool.
 - Public-facing 2022 TpT impact M&E and reporting includes video and a website article with infographic.⁸ We also produced a high-level report for a USA donor.⁹

(2) How we link human development with human rights.

As highlighted in this [video](#) about walking with PSYDEH down the path towards more equality, we link human development and human rights in our applied theory of change and work methods, as well as in our focus on sustainable development.

Theory of change.

Our necessary¹⁰, replicable program model is process-based and oriented around this hypothesis:

Equitable, sustained development of communities is best achieved when we engage women as human beings—partners, not beneficiaries—around love-based leadership values. This engagement leads to these women recognizing and using rights, when collectively organizing through digital tools, to create local solutions to economic and social problems in the short term while increasing gender equality and inclusion as well as democratic accountability over the longer term.

⁴ For more on these three impacts levels, see slide five from this [presentation](#).

⁵ See our RSM ["Cultivating Cooperation"](#) video, this website [article](#), and the women’s [declaration](#).

⁶ Multi-year German funder, Lemonaid & Charitea, asked for this detailed [report](#).

⁷ 2023 impact is measured against [RSM](#) and [TpT](#) goals built from 2022 learning, e.g., this 1st quarter 2023 [report](#) (Spanish).

⁸ See our TpT ["Technology that Connects"](#) video and this website [article](#) with infographic.

⁹ Multi-year USA funder, Team4Tech, asked for this impact [reporting](#) based on this [road map](#) with metric goals.

¹⁰ See this [white paper](#) on why our theory/work is needed.



In other words, our “love-based leadership” values are the well-spring for personal (and then communal) change.¹¹ They are PSYDEH’s intellectual creativity rooted at the intersection of our field experience learning and thinking from (1) former Czech Republic president and playwright Vaclav Havel,¹² (2) neuroscientist Daniel Siegel,¹³ (3) professor of management sciences Robert Quinn,¹⁴ (4) author and social critic Gloria Jean Watkins, aka bell hooks,¹⁵ and (5) American University’s Key Public Sector Education programming.¹⁶ Indeed, *connecting these unique and related thoughts lead PSYDEH to two ideas:*

IDEA 1. Relationships with self and colleague, the underpinning for an empowered, impact-making work team, can only be built through unpacking and practicing a set of leader values and their corresponding disciplines, collectively termed love-based leadership. These values and their disciplines are experientially learned, malleable and thus scalable across culture, class, and work environment.

IDEA 2. Relationships with self and with other people change our neural brain structure and evolve our mental framework, no matter the age, social or economic station. Brain growth and mind development affect how we relate; this we know from the interdisciplinary science called Interpersonal Neurobiology (IPNB). The disciplines of love-based leadership enhance our ability to relate and therefore our minds or consciousness. Increased consciousness leads to people creating and managing trusting relationships, the special ingredient for using the systems and processes a team needs to make sustainable impact in line with tactical goals. These relationships drive and sustain an organization’s ability to secure the resources it needs to keep making sustainable impact. This is a generative cycle.

Work methods.

PSYDEH’s theory of change, our replicable model, and value propositions are pursued through

¹¹ See this [presentation](#) to understand PSYDEH’s love-based leadership values, “the how” we humans can make sustained impact.

¹² See Havel’s book [The Art of the Impossible](#), where he writes, “[c]onsciousness precedes Being, and not the other way around...the salvation of this human world lies nowhere else than in the human heart, in the human power to reflect, in human modesty, and in human responsibility.”

¹³ Siegel writes about “Interpersonal Neurobiology” (IPNB) in his book [The Developing Mind](#) that “[m]ind, brain, and relationships are not three separate elements. Instead... they are “three aspects of one reality.” — that is, energy and information flow.”

¹⁴ In his organization management book [Deep Change](#), Quinn shares how sustainable staff empowerment is about risk, growth, trust, and teamwork.

¹⁵ hooks shares in her book [All About Love](#), how “... love is “the will to extend one’s self for the purpose of nurturing one’s own or another’s spiritual growth.”

¹⁶ American University’s programming built for public sector leaders shares with PSYDEH similar guiding [principles](#).



one-to-one, popular education-style engagement and experiential learning.¹⁷ We root in communal understanding, recognizing that relationships are everything and most generative when centered in love, i.e., choosing to act for the well-being of self and other. As the thinker-educator Paolo Freire reminds us, and storyteller Emma Godoy shows with her work in Mexico, “whoever teaches learns, and whoever learns teaches.”¹⁸ Activist Ella Baker agrees, “[o]ppressed people, whatever their level of formal education, have the ability to understand and interpret the world around them, to see the world for what it is, and move to transform it.”

PSYDEH walks with Adrienne Maree Brown when going a few steps further: focusing on process and small-scale modeling of the systems we want to see in the world ensures that the right strategies will emerge. This focus on the “how” gives us the clarity we need to best use our rights towards building resilient individuals and sustainable and transformative collective actions. In practice, this means constant reflection on how rights relate to specific work.¹⁹

It also means that one of PSYDEH’s value propositions is “local needs and human rights guide our work”, i.e., “[s]upporting PSYDEH is a direct investment in people working towards their own goals. All collaborations align with human rights and prioritize local feedback.”

Sustainability is paramount.

A second PSYDEH value proposition is “sustainability is paramount” — where “[w]e empower women and their communities to find sustainable solutions to problems by building trust and promoting ownership when engaged as proactive, equal partners.” Why?

We know from all kinds of local and global data that if we’re serious about sustainable development, we must be serious about women. PSYDEH thus organizes and supports women artisans, small-business owners, farmers, and homemakers to assume their rightful position as impact makers, in line with their own local demands and the 2030 Agenda for Sustainable Development’s 17 Goals, especially (5) gender equality, (10) reduced inequalities, (8) decent work and economic growth, (1) no poverty, and (17) partnerships for the goals. These goals are guaranteed by our human rights. They are best achieved through resilient women and communities leading ground-up economic activity and using digital tools to collaborate with each other, government, and the private sector.²⁰

(3) How we learn lessons, and some recent examples.

PSYDEH learns lessons through real time and organizational question thinking and active listening. These discipline practices are core to our organizational values and made real through such elements as meeting [rules](#) reminding staff to adopt the learner’s mind (not the judger’s mind), or when facilitating annual [retreats](#) focused on reflection. Here are three of the many lessons we have learned since reorientation in 2014 and especially since launching new programming in 2021.

¹⁷ See this diagram of our process-oriented, replicable [model](#), as well as our five [value propositions](#), to understand more on how our theory underpins program design and organizational decisions.

¹⁸ [Paolo Freire](#) deepened use of [Popular Education](#) and authored seminal books like the [Pedagogy of the Oppressed](#). See also the life and work of [Emma Godoy](#).

¹⁹ For example, each Red Sierra Madre and Tec para Todos workshop is oriented around a specific human right. Or, see our e-book [“Narratives”](#) linking each of the 31 women’s stories to human rights codified in instruments like the Universal Declaration of Human Rights, e.g., the right to freedom of opinion and expression, the right to freedom of peaceful assembly and association, and the right to an education.

²⁰ Damon Taylor, [8 Steps To Community-Led Development That Work For My Team In Mexico](#), GlobalGiving Learn, 2020.



(A) Human relationships—with self and others—are critical to sustained systemic change and best formed and transformed through in-person contact rooted in love.

(B) Direct investment of funds and human care in women entrepreneurs and their cooperatives producing their own product lines and local projects pursuant to their own ideas is an effective strategy in convincing them to commit to and sustain longer-term, solidarity-building work.

(C) Focusing on technology “access”, “use” and “innovation” in marginalized communities can be transformational for non-profits like PSYDEH as well as the women and communities we serve.²¹ Moreover, once access questions are addressed, we can meet partners where they are, e.g., by prioritizing smart use of cell phones (and not solely computers and internet) when delivering impactful and inspiring digital literacy programming.²²

(4) How we share success/impact stories.

In line with PSYDEH's "creative impact" value proposition — “[c]reative processes and expressions are essential tools for building the relationships needed to make a sustainable impact”,²³ we use storytelling as a leadership/autonomy-developing tool and in all impact reporting.

Our expertise in this area is celebrated internationally,²⁴ and it helps us to produce the following kinds of creative assets in pursuit of another PSYDEH value proposition “intentional transparency” — “[o]ur organizational goal is to be as transparent as possible by thoughtfully communicating to local and global partners what we do, why, to what end, and with what resources.”

- **VIDEO:** This 2022-2023 video series in [English](#) and [Spanish](#) relays the impact we make in the words of our women staff and local partners.
- **E-BOOK:** This 2020 “[Narratives](#)” was co-produced with women partners as a joint autonomy and leadership-building and marketing tool.
- **TEXT:** This “[2022 Year in Review](#)” article is the placeholder until we publish our 2022 annual report, the next in our series of image centric [annual reports](#).
- **ONLINE DECLARATIONS:** Women partners’ [2022 declaration](#) for the Mexican government.²⁵
- **INFOGRAPHICS:** See the Tec para Todos infographic in our “2022 Year in Review” article.

In addition, each funder collaboration produces unique story-centric marketing and public relations

²¹ 2022-2023 technology transformation is showcased in this [infographic](#).

²² For example, PSYDEH just finished a [Google Lens workshop](#) to help women navigate cell phone accessibility issues.

²³ See this Spanish [presentation](#) explaining the concept of “creative impact”.

²⁴ [Fast Company](#) chose PSYDEH as the only non-profit globally as one of their 2022 Adobe Creators to Watch, and Adobe promotes our work globally with this co-produced 2022 [video](#).

²⁵ This declaration builds on an unprecedented regional development [agenda](#) based on the UN 2030 Sustainable Development Agenda and used by past women partners when [meeting](#) with Mexico’s president Andrés Manuel López Obrador in 2020.



products like press releases, video and photography assets, reports, presentations, etc.²⁶

(5) We thrive because of our diversity and multi-disciplinary approach.

PSYDEH's fifth value proposition is "multi-disciplinary", how our "... *paradigm-shifting work is accomplished by people from all backgrounds. We thrive because of the diversity among our staff, partners, and allies.*"

Since reorientation in 2014-2015, our majority women, paid and volunteer staff, as well as external consultants and local Indigenous partners and allies, are agriculturalists, artisans, communicators, economists, educators, entrepreneurs, community organizers, lawyers, photographers and filmmakers, psychologists, single mothers, storytellers, and sustainable development experts. Over the years, PSYDEH's racially, ethnically, and gender-diverse family speak 11 different languages and hail from Argentina, Belgium, Brazil, Canada, Colombia, Germany, Guatemala, India, Ireland, Mexico (urban and rural, Indigenous, and non-Indigenous), Pakistan, Singapore, Spain, Switzerland, the United Kingdom, and the United States. This is by design. We have the best chance at solving complex inequality by encouraging cognitive diversity and bringing together people from different disciplines, cultures, and classes with divergent experiences and perspectives.²⁷ We thrive off the creative tension generated by this multi-disciplinary approach, both in field programming and organizational work.

PSYDEH's version of consilience in action is also key to our resource raising success. This, too, is by design. While we are a grassroots non-profit, after launching our resource stream diversification strategy in 2016,²⁸ national and global partnerships have helped PSYDEH to go from two resource streams in 2014 to eleven in 2022.²⁹ Our annual in-kind & financial contributions are thirty-eight times greater today than in 2014. This growth is even more noteworthy when considered against the backdrop of mass closures of Mexican non-profits since 2018.

²⁶ For example, see this USA funder's recent [article](#) and [five-minute video](#) promoting our 2022 collaboration around RSM & TpT programs.

²⁷ Alison Reynolds and David Lewis, [Teams solve problems faster when they're more cognitively diverse](#), Harvard Business Review, 2017.

²⁸ Damon Taylor, [Siete Formas Para Diversificar Las Fuentes De Fondo De Tu Organización](#), GlobalGiving Learn, 2020.

²⁹ Our website showcases [global](#) partnerships and [national](#) partnerships.