

# See your whole system. Make decisions you can defend.

PolicySpark turns large, scattered evidence into a clear system picture—and a short list of decision-ready priorities—before you fund, design, or scale.

We make causal logic explicit so teams can align on what drives outcomes, where leverage is likely to be, and what uncertainties remain.

## USE THIS WHEN...

- You're choosing what to fund, sequence, or scale under uncertainty
- You need a defensible "why this, why now" rationale for approvals or management scrutiny
- The evidence exists, but the causal logic is weak, scattered, or contested
- You want to identify leverage points, dependencies, and risks before committing resources
- You need a map and priority pathways you can update as evidence changes

*If you have lots of information but no coherent causal picture, this work turns it into a decision-ready model: what drives what, where leverage likely sits, and what to validate next.*

**Designed for busy teams:** Start with an evidence-backed map and internal review. Add external review later only if the decision demands it.

A structured workflow that produces a map, priority pathways, and a briefing—ready for decisions.



## WHAT YOU GET

- Evidence-indexed source library (organized for reuse)
- Evidence-backed system map (factors + directional links)
- Priority pathways ("if we act here, then...")
- Confidence notes + validation agenda (what's solid, uncertainties, what to confirm next)
- Briefing-ready report / deck for decision-makers

## How it works

- 1 Frame the domain and boundaries (what's in/out)
- 2 Assemble and index the evidence base (including grey / internal sources)
- 3 Extract and consolidate influence statements into a coherent graph/map
- 4 Normalize concepts & identify priority / actionable causal pathways
- 5 Right-size confidence: internal review by default; optional external review where it materially improves decisions—then finalize priorities.

## PROOF SNAPSHOT

**ASEAN:** Built evidence-backed system map from 700+ PDFs, 37,039 influence statements.

**Fisheries Canada:** Analyzed 216-factor / 843-connection causal model.

**Environment Canada:** Framework for Indigenous IP and data governance.

## WHAT MAKES THIS DEFENSIBLE

- **Traceable sources:** links back to evidence.
- **Decision-shaped outputs:** priorities + what to validate
- **Update-ready:** can revise as evidence changes.

**Option A**
**System Map + Priorities**
**BEST FOR:**

Strategy, prioritization, sequencing, investment choices.

**YOU GET:**

- Evidence-backed system map
- Priority pathways & leverage points
- Dependencies & risk notes
- "What to validate next" agenda
- Briefing-ready summary

**Timeline:** 4–10 weeks

**Optional add-on:** targeted expert review sessions

**Option B**
**Evidence-built ToC**
**BEST FOR:**

Program / evaluation teams needing a results story that holds up to scrutiny.

**YOU GET:**

- Evidence-built Theory of Change
- Assumptions & risks (confidence notes)
- Indicators + measurement approach
- Evaluation-ready logic
- Briefing-ready summary

**Timeline:** 4–10 weeks

**Optional add-on:** external review/consultation to strengthen confidence where needed.

**Option C**
**Exec GenAI Coaching**
**BEST FOR:**

Leaders who want practical GenAI capability on real deliverables.

**YOU GET:**

- Workflow coaching
- Guardrails
- Quality checks
- Team templates

*Focused on policy-safe workflows: drafting, synthesis, briefing materials, and quality control.*
**Timeline:** Start with 1–2 sessions

**SELECTED EXAMPLES** (what the client walked away with)

**ASEAN Environment–Development (The Asia Foundation)**

System map + pathway portfolio + validation agenda (built from a large multi-domain evidence base).

**Fisheries and Oceans Canada**

Causal model + leverage analysis to improve knowledge use in salmon decisions.

**Environment & Climate Change Canada**

Ethical collaboration framework + practical tools for Indigenous IP / data governance.

**Get in touch**


Scan the QR code

Visit our [contact page](#)

Email directly: [info@policyspark.ai](mailto:info@policyspark.ai)
**WHAT HAPPENS NEXT**

After a 20–30 minute scoping call, you receive a one-page scope memo: recommended option, outputs, timeline, and a clear costed plan—ready for internal briefing.



**Chris Callaghan, B.Sc., M.Sc.**  
FOUNDER

Chris Callaghan is the founder of PolicySpark. Trained in the physical and biological sciences, he began as an applied ecologist, then held federal roles spanning ecosystem management, environmental data integration, and environmental compliance systems—before moving into public-sector audit/evaluation and consulting across government and the social sector. Today, he leads PolicySpark's work at the intersection of evidence synthesis, systems modelling, and decision support, producing traceable system maps and pathway portfolios that help teams focus effort where it matters most, reduce resource misallocation, and make faster, more defensible decisions under uncertainty.