

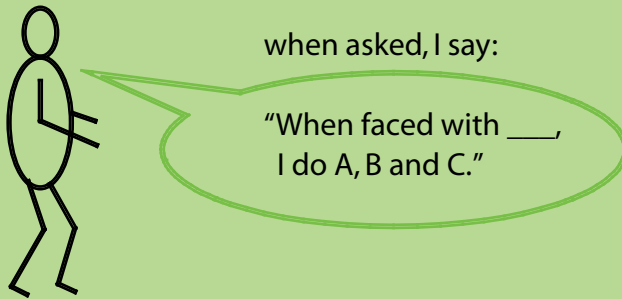
Theory of Action

The values, assumptions and beliefs that govern my actions.
The map I follow to plan, implement and review my actions.

We **say** we do one thing...

Espoused Theory

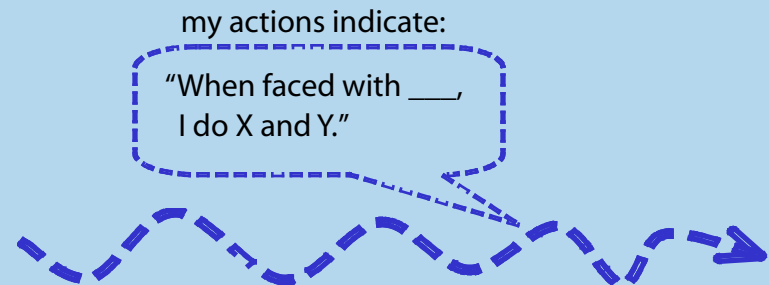
The values I refer to when describing the design of my actions.



but our actions reveal something different.

Theory-in-use

The values that govern the design of my actions.



Our **theory-in-use** is usually different from our **espoused theory**.
Few of us are aware of our **theory-in-use**,
or the incongruence with our **espoused theory**.