TRAINING FOR CHANGE HANDOUT

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Midwest Academy Strategy Chart

| arching problems. long-term objectives. 2. Lay of the land of political power 3. Possible solutions: define the specific approach necessary to solving the long-term objectives. long-term objectives. | | | | | | | | |
|--|--------------------|---------------|-----------------------|-----------------|---|----------------------|---------------|----------------------|
| 1. State the overarching problems. 1. Consider long-term objectives. 2. Lay of the land of political power solutions: define the specific approach necessary to solving the 1. State the overarching problems. 1. Consider long-term objectives. 2. Lay of the land of political power objectives. 3. Possible solving the 1. Consider lit within your core competencies? 1. Constituents: 1. Constituents: 1. Constituents: 1. Constituents: 1. Constituents: 1. Choose a person (or a set of people), what is the one concise and compelling objectives. 2. List resources that you bring to the campaign (i.e. money, # of staff, facilities, reputation, skills, relationships). 3. What is the budget 1. Constituents: 1. Choose a person (or a set of people), not an institution. 4. Who care about it? 4. Who has the power do/spend to oppose you? 4. What will they do/spend to oppose you? 4. What power do you your campaign? 4. Who has the power to give you victory? 4. What power do you your campaign? 5. Consider targets, who have over target? 6. What power do you your campaign? 6. What power can you obtain during campaign? 8. What is the budget of the will they taking by joining you? 8. What is the budget of the will they taking by joining you? 8. What will they taking by joining you? 8. What will they taking by joining you? 8. What is the budget on this issue? 8. Who care sabout it? 8. Who cares about it? 8. Who cares about it? 8. Who must deal who me? 8. What will they to give you victory? 8. What power do you have over target? 8. What power can you obtain during campaign? 8. What is the budget on this issue? 9. What power can you obtain during campaign? 9. What power can you obtain during campaign? 9. What power can you obtain during campaign? 9. What is the budget on this issue? 1. Choose a person (or a set of people), or an institution. 1. Consider targets, who have over with a voictory? 1. Consider targets, what for your consider your opose you? 1. Consider targets or the with or an institu | | | | | | Targets | Мессаде | Tactic |
| arching problems. long-term objectives. 2. Lay of the land of political power 3. Possible solutions: define the specific approach necessary to solving the Solving the Problems Competencies C | | | | Allies | | | Wiessage | Tactic |
| objectives. 2. Lay of the land of political power of political power 3. Possible solutions: define the specific approach necessary to solving the specific solving the solving taking by joining sour this issue? Who taking size they the secure that them? *Who cares about it? *Who that will they them? *What will they they solving the solving to the way out consider your oppose you? *What of them? *Who has the power to give you victory? *What power do you have over target? What power do you have over target? What are their strengths and to solving the solving | 1. State the over- | 1. Consider | | | | Choose a person | | Tactics are what you |
| 2. Lay of the land of political power of political power 3. Possible solutions: define the specific approach necessary to solving the solv | arching problems. | | | | | | | , . |
| of political power lintermediate goals not solutions: define the specific approach necessary to solving the solvin | | objectives. | competencies? | | | not an institution. | | get your goals. |
| intermediate goals not solutions: define the specific approach necessary to solving the specific solving the solving to the campaign (i.e. money, # what do they achieve from victory? *What do they achieve from victory? *What do they achieve from victory? *How will they respond? *How will they respond? *What power do you have over target? What power can you obtain during campaign? weaknesses? *Solving the solving the solving the solving to the consider your constituencies and allies. What tactics best use allies' power in order to influence targets? | | | | | | | | |
| 3. Possible goals not solutions: define the specific approach necessary to solving the solving the solutions the specific approach solving the solving the solutions: define the specific approach solving the sol | of political power | | | | | | | |
| solutions: define the specific the specific approach necessary to solving the solving the specific approach solving the specific approach approach solving the necessarily covered in this campaign (i.e. Kyoto). of staff, facilities, reputation, skills, what risks are they taking by joining you? *What are their strengths and weaknesses? *How will they respond? *What power can you obtain during campaign? *What are the concise supporting arguments for your message? | | | | | | | | |
| the specific approach approach necessary to solving the solving the specific approach approach approach necessary to solving the specific approach approach approach approach approach necessary to solving the specific covered in this campaign (i.e. Kyoto). *What risks are they taking by joining you? *What are their strengths and have over whom? weaknesses? *What risks are they taking by joining you? *What are their strengths and weaknesses? *What power can you obtain during campaign? arguments for your message? | | _ | | | | | | |
| approach necessary to solving the this campaign (i.e. Kyoto). taking by joining you? *What are their strengths and have over whom? *What power do they have over whom? *What power do they have over whom? *What are their strengths and weaknesses? * your message? * power in order to influence targets? | | , | | | | | | |
| necessary to solving the (i.e. Kyoto). *What power do they have over whom? *What power do they have over whom? *What power do they weaknesses? arguments for your message? influence targets? | | | | | * | | | |
| solving the 3. What is the budget have over whom? weaknesses? your message? | * * | | relationships). | | | S | | |
| | - | (i.e. Kyoto). | | | | campaign? | ~ | influence targets? |
| | | | | | | | your message? | |
| | approach. | 3. Short term | for this campaign? | *What are their | *What are they | 2. Power map target. | | Tactics should be: |
| goals: What strengths and opposed to? 2. Story. What is | | | | | | | | |
| 4. Forum: actual constitutes 4. What do you need weaknesses? *What resources *What/who the story that will A. In context of | | | | weaknesses? | | | | |
| locations for victory for that you don't have to do they influences this convey the issue campaign/message | | | | | , | | | |
| change this win? 2. Allies command? person? to your targets? B. Flexible and | | | win? | | | | | |
| (i.e. Senate, campaign? *What are your allies' *What will they *What level of Who are the creative | , | | | | | | | |
| private sector, How does this 5. How can this "bottom-lines"? support under influence do these victims, villains C. Directed at target | * | | | | | | | C |
| courtroom). help you campaign build your *How will you move what individuals/institutio and heroes? How D. Within the | courtroom). | | | | | | | |
| address organization? them in the right circumstances? ns have over your does your experience of | 5 04 4 : | | | | circumstances? | | | • |
| 5. Strategies: intermediate *Access to money direction? target? campaign solve participants and | | | _ | | 2.5 . 1 | | | |
| A) Legislation and long-term *Increase base *What resources can 2. External *Consider your this? outside experience | | | | | _, _,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | this? | |
| B) Litigation objectives? *Build relationships they bring? Obstacles relationships with of the targets | | objectives? | | | | | 2.5 | |
| C) Corporations with key players *What are your allies *Legal issues those who influence 3. Does this E. Backed up by a *Access to reporters doing now? *Bureaucratic target message motivate specific form of | | A 11 1 | | | | | | |
| -) | D) Persuasion | | | | | | _ | |
| should should complement should be | 6 Nicho | 2 | *Build constituencies | | | | | 1 |
| | | | 6 What internal | that could be? | | * * | | r. run! |
| *What do you do longer term goals. 6. What internal problems must be opposition and influence. allies and targets? | | | | | | and influence. | | |
| | | goals. | • | | | | largets! | |
| *What's being considered in order to apathy apathy | | | | | apaury | | | |
| *What isn't being | | | acineve victory! | | | | | |
| done? | | | | | | | | |
| *What isn't being | | | | | | | | |
| done well? | | | | | | | | |