

# Building a Social Change Strategy

## Theory of Social Change

### Vision

*What you would like to see*

#### **Stop and Think:**

*Do you have a common vision, or at least a common goal?*

*Do you have a common analysis?*

*If not, should you be working together? Maybe several smaller groups would be better.*

#### **Stop and Think:**

*In order to carry out your strategy you need:*

- organization;
- conflict resolution skills;
- some commitment of time and energy;

*• some willingness to risk;*  
*• some coalition skills would also be very helpful.*

*If you do not have these requirements, talk about it.*

*Maybe you need help from someone or another organization. Maybe you shouldn't go ahead with your plans at all.*



### Analysis

*What is*

Who are the actors?

What are their interests and methods?

What do they value?

What do they fear?

Who has what degree and type of power?

Who benefits?

Who loses out?

What is the history?

What are the problems?

Where do they come from?

What are the contradictions?

What is the larger context?

What role is played by race, ethnicity, gender, age, sexual orientation, language?

What power do we have?

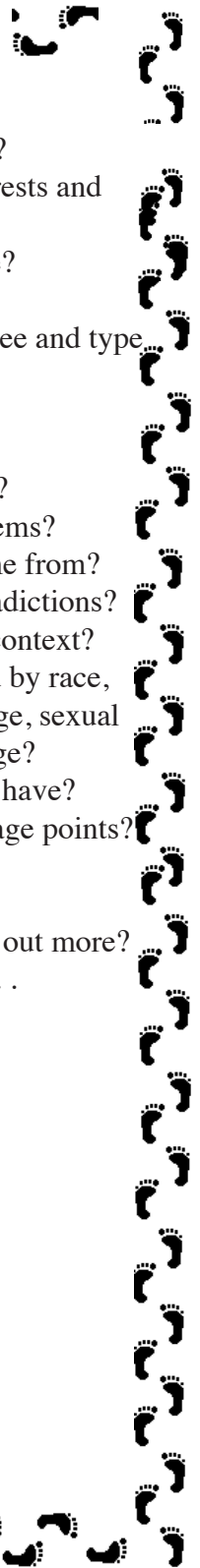
What are our leverage points?

What do we value?

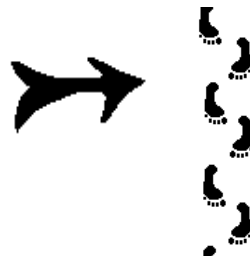
What do we fear?

Do we need to find out more?

If so, move on to . . .



### Goal



### Brainstorm

- opportunities
- limitations
- resources
- action ideas

### Choose the best action ideas



### Build strategy

### Plan

### Evaluate

