**Constituency Organizes**
- Research
- Power analysis
- Outreach & Education
- Organizing

**Shared problem/Issue identified**

**Visioning & Campaign Goal Setting**
- What do we really want?
- What are the incremental steps to get there?

**Evaluation**
Is there evidence that:
- Our memes are spreading?
- Target has moved? Framing has shifted? Organizing goals met? (new leadership, membership, alliances, morale, etc?)

**PRACTICES:** reflection writing | paired/small group listening | group debriefing | self & community care | celebration!

**Identifying Targets and Audiences**
- Targeting Institutions: What institutions are operating?
- Targeting Decision Makers: Who can give us what we want?
- Audiences: Who are we talking to and what do we want them to do?
- What do we know/need to know about our audience(s)? What are their filters/assumptions?

**TOOLS:** power map | influence map | spectrum of allies | focus groups

**Battle of the Story (deconstructive)**
- What are the stor(ies) we need to change? (Status quo assumptions and/or from a specific institution?)
- Use narrative power analysis to deconstruct with elements of story
- Identify underlying assumptions
- Are there larger mythologies of the dominant culture that must be challenged?

**TOOLS:** battle of the story

**Battle of the Story (constructive)**
- Use narrative power analysis to apply elements of story and construct our story
- How does our story target underlying assumptions in the dominant story?
- What are our shared assumptions?

**TOOLS:** battle of the story

**Design: Campaign Narrative & Action Logic**
- Synthesize campaign narrative
- Memes: How do we encapsulate our story?
- Viralization: What are the venues, networks, cultural currents, media environments and/or spectacles where our meme could catch on?
- Action Design: Tactics? Scenarios?
- R & D: Creativity, experimentation, testing
- Group preparation for action

**TOOLS:** what's in a meme? | tactic star

**Ongoing Practices**
- Building networks & alliances
- Leadership development
- Skill & capacity building
- Monitoring narratives & (re)assessment
- Self & community care
- Celebration!
- Innovation!

**SOCIAL MOVEMENT BUILDING**

**Intervention**
- Identify physical points
- Identify points of assumption
- Intervention tied to goals (organizing, persuasion, pressure on target, etc) and appropriate for group capacity
- Interventions launch/repeat core memes

**TOOLS:** points of intervention | nonviolent direct action toolbox | strategic communications & new media toolbox

**Results?**
- Victory?!
- Story has changed?
- Goals met?

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