

Visioning template

What is the story of your campaign?

People

Who were your people?
 Who else were the stakeholders?
 When/where did this take place?

Problem

What problem did they face?
 Why was this a problem?
 What change did they want?

Power

How did they turn their resources into the power they need to create the change they want?
 How did they build their power?
 How did they use their power?

Change

What were the wins?

- Individual growth
- Organizational growth
- Societal impact

What were the key takeaways?

Digging deeper into PEOPLE & PROBLEM

Who were our people and what was the challenge they were facing?

Stakeholder mapping

Who were your people?
 Who were your supporters?
 Who were your competitors?
 Who were your opposition?

Realizing the problem

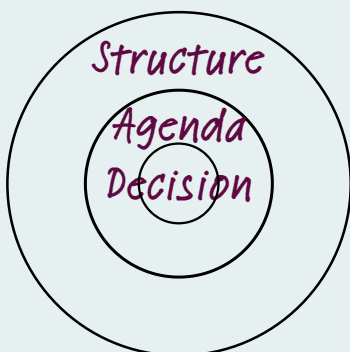
What challenges were people facing daily?
 How did people realize that it was a problem?

Analyzing the problem - head, heart, hands



What challenges were people facing in terms of head, heart, and hands?

Analyzing the problem - three faces of power



Who was benefitting and who was losing?

What was the political, social, and historical context?

How were the five leadership practices of organizing used to build power to create change?

Public narrative

How was storytelling used to motivate people to join in collective action?

Why was telling stories important?



Relationship building

What methods were used for building relationships?

Who built 1:1 relationships with whom for what purpose?

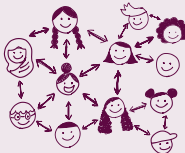
What was the impact of the relationships built?



Team & structure

How was the leadership team brought together?

What teams were there and how were they connected?



Strategy

What was the goal? Why this goal?

What resources did people have? How were they used (to influence stakeholders) to achieve the goal?

What was the campaign timeline?



Action

How did the actions implement the campaign strategy?

What was one successful action from the campaign? Why was it successful?

