

Developing your Social Change Grand Strategy

A Workbook

Created by: Alexandria J. Maloney, MPA

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<p>Name your Big Problem & Target Audience Who needs the most help? Who is the most venerable population? *you can scale your project up later after getting your footing with the first one/few.</p>	<p>Name all factors (root problems) that are or may be contributing to this current reality. Questions to ask yourself: 1. Based on research, How did the individuals or community get to this state? 2. At what point in the journey could help have changed the trajectory? *Highlight 2-3 you want to focus on</p>
<p>Rewrite your "Root" Problem more narrowly defined.</p>	<p>Who has the influence to make decisions regarding this problem? (Stakeholders) Brainstorm how you will strategically engage them.</p>

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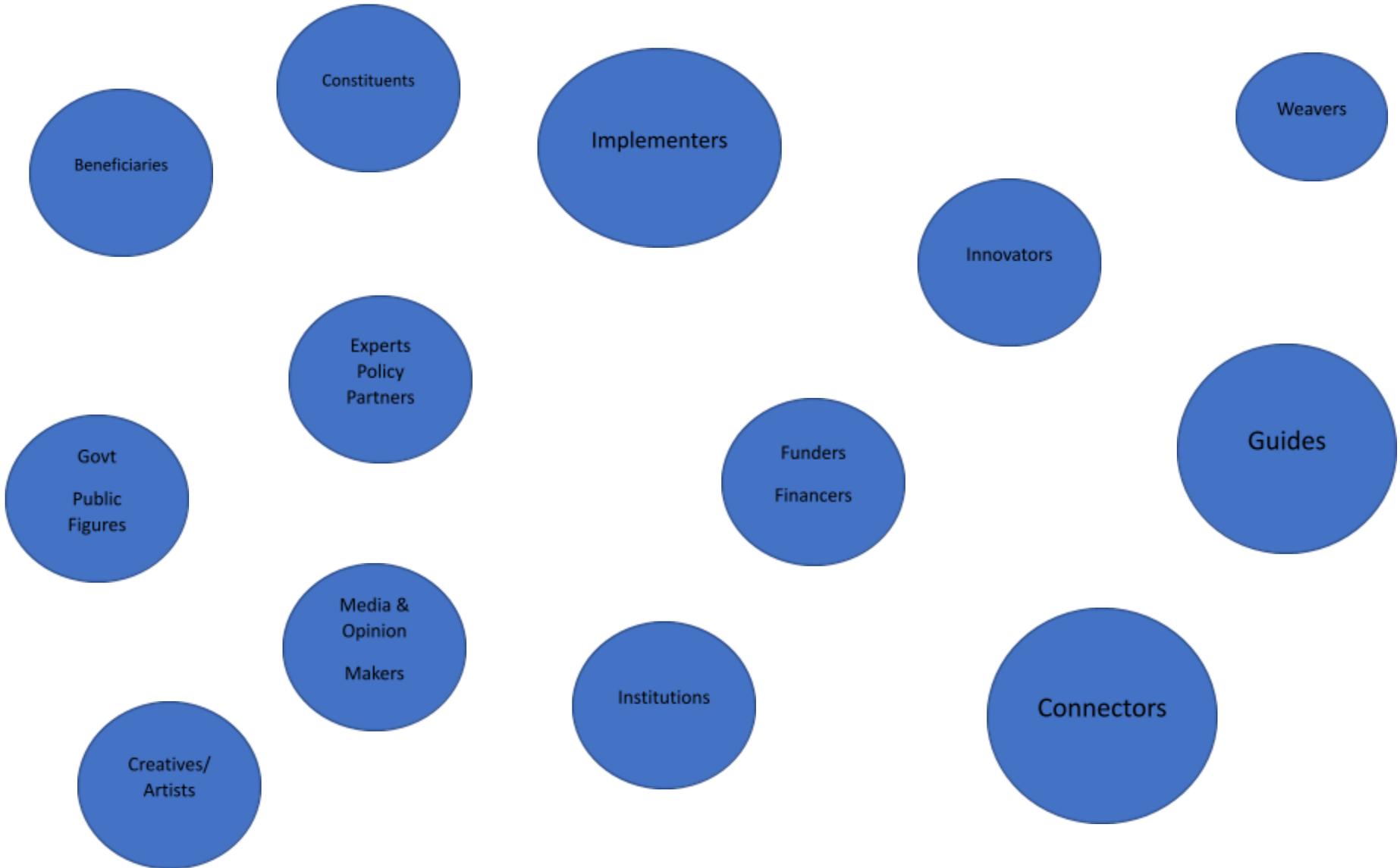
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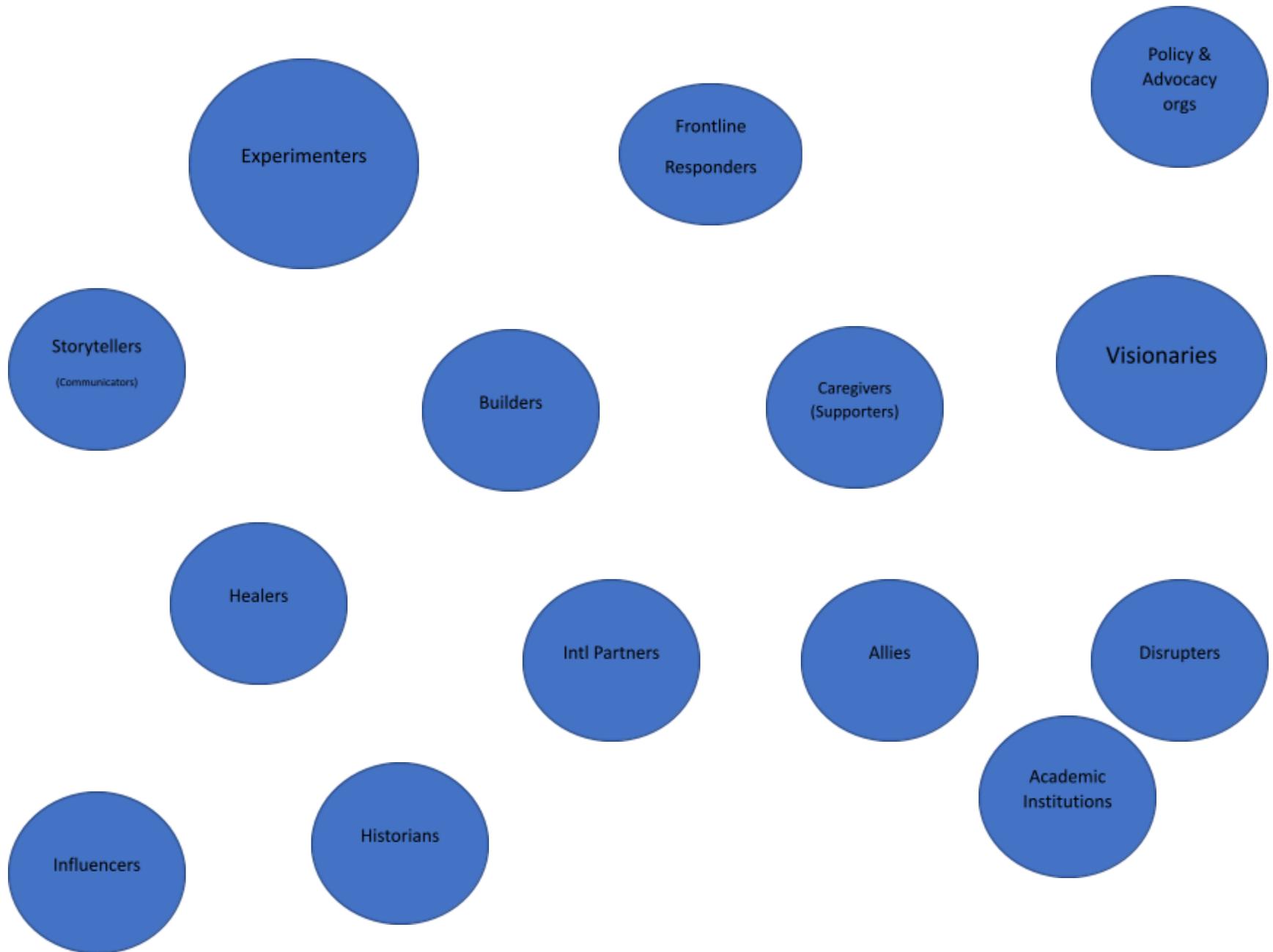
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Understanding the Landscape "Who Decides What" Advanced Stakeholder Analysis

ROLES IN THE SOCIAL CHANGE ECOSYSTEM MATRIX (ADVANCED)



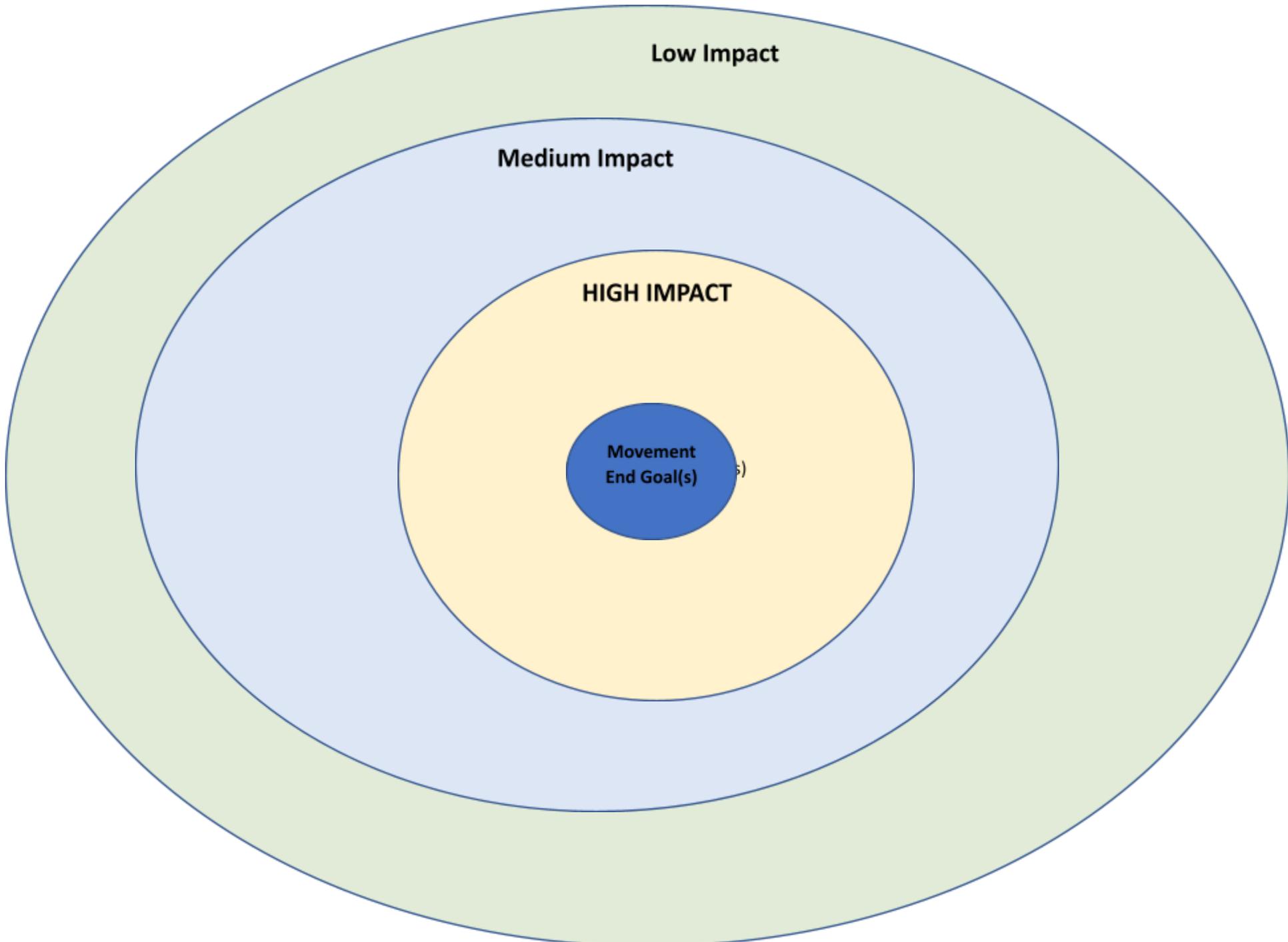


“Determining which stakeholders need your attention most and why”

	LEVEL OF INTEREST LOW	LEVEL OF INTEREST HIGH
Level of Power HIGH	<u>SHOW CONSIDERATION / keep Satisfied / Inform / Consult</u>	<u>KEY PLAYERS: Manage closely Inform/Consult/Collaborate</u>
Level of Power LOW	<u>Minimal Effort / Monitor / Inform</u>	<u>Keep Informed / Consult</u>

List Movement End Goal(s)

- 1.
- 2.
- 3.
- 4.
- 2.
- 3.



Low Impact

Medium Impact

HIGH IMPACT

**Movement
End Goal(s)**

[BLANK] SWOT “What are the root problems we are trying to solve?”

ROOT PROBLEM:

<u>Strengths</u>	<u>Weaknesses</u>	<u>Threats</u>
<u>Opportunities</u>	<u>Needs</u>	<u>Key Stakeholders</u>

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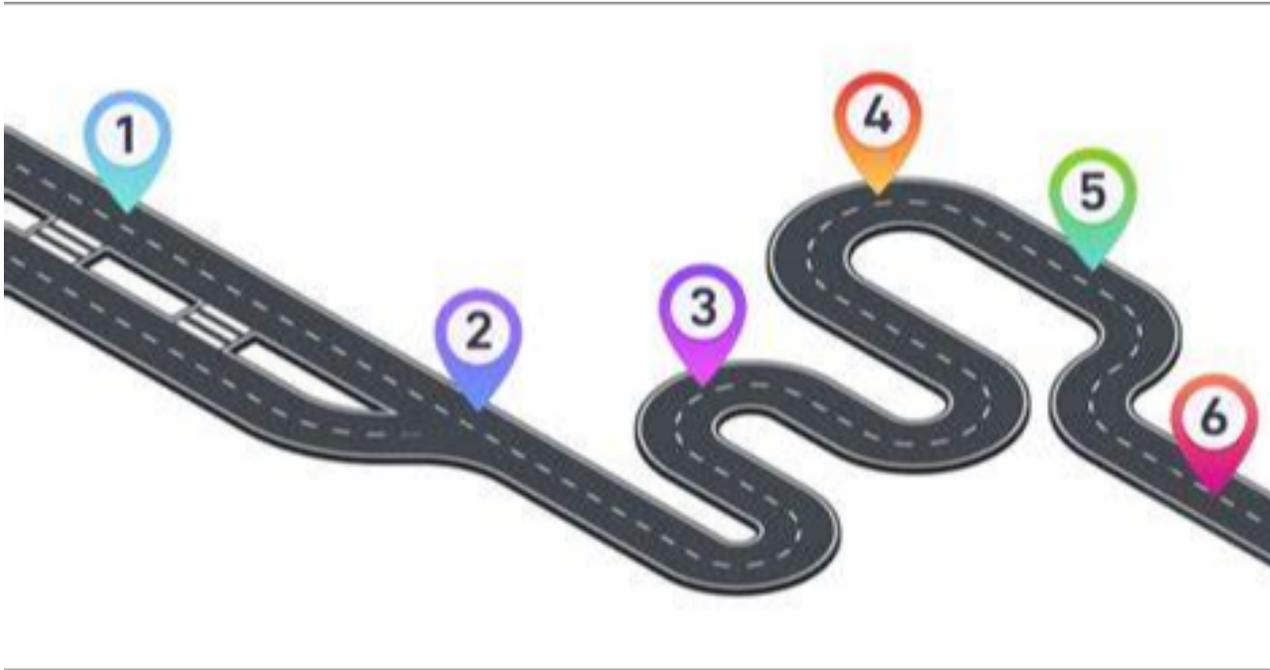
Resource Identification Chart

Root Problem	What resources do I have?	What resources do I need?

Roadblock Identification Chart

What is the possible roadblock?	What's my strategy to address it?	Who can help me navigate or overcome it?

ROADMAP YEAR:



Additional Things to Think about

What Binds Us?

What are the root problems we are trying to solve?

Who are our "Moral Leaders" (Charismatic, Moving, inspiring)

Who are our “intellectual” leaders (experts, our communities most brilliant minds)	What Rules are our competition / opposition playing by?	What are our 3-4 high-level issues we are working to address?