



Reimagine How Justice Wins

Strategic CaseMaking™ Is About Making the Impossible Possible

Strategic CaseMaking is a set of skills and strategies based in 30 years of social science and community practice that helps you persuade people to take action in support of deeply transformational system change.

Learn more in TheCaseMade founder Dr. Tiffany Manuel's [Case Made! 10 Powerful Leadership Principles that Win Hearts, Change Minds, and Grow Impact.](#)

10 Principles of Strategic CaseMaking

- 1 Connect your work to people's aspirations
- 2 Name the power of the moment to shape the future
- 3 Tell people what they lose if they sit on the sidelines
- 4 Navigate dominant narratives and negative disruptors
- 5 Anchor and credential solutions, not problems
- 6 Make inequitable systems the villain
- 7 Tell the 'story of us'
- 8 Foster collective ownership
- 9 Reimagine your value proposition
- 10 Share your roadmap & metrics for success

Revised and Expanded Edition of
Strategic Casemaking: Field Guide for Building
Public and Political Will

**Case
Made!**

10 Powerful Leadership
Principles that Win
Hearts, Change Minds,
and Grow Impact