



## Discerning the CaseMaking You Need to Build Will for a Thriving Future

Strategic CaseMaking is a set of principles that leaders should use to make the strongest case for a thriving future. To determine which principle(s) to use in any particular conversation, you must first listen closely to what is – and isn't – being said.

Think about a situation in which you are trying to persuade people to get behind a big change.



- Who have you talked to already?
- What can you discern from their response?
- What CaseMaking principle(s) might you need to lean into?

If you don't hear ...	Then ...
<ul style="list-style-type: none"> <li>• An appreciation of a bigger "We"</li> <li>• A shared stake in the future</li> <li>• A collective identity</li> </ul>	Principle #1: Help people make the connection between your work and their own aspirations for themselves, their families, and their communities.
<ul style="list-style-type: none"> <li>• A focus on the future</li> <li>• Urgency to act</li> <li>• Power to make change</li> </ul>	Principle #2: Help people understand why they must activate right now to get to the future they want.
<ul style="list-style-type: none"> <li>• Activated bystanders</li> <li>• Fear of loss from inaction</li> </ul>	Principle #3: Help people understand what they will lose in their own lives if they don't join your work now.
<ul style="list-style-type: none"> <li>• Helpful narratives replacing harmful ones</li> <li>• Energy and momentum</li> </ul>	Principle #4: Carefully prepare for the dominant narratives and negative disrupters that you know will come up in conversation about your work.
<ul style="list-style-type: none"> <li>• Proven solutions being elevated</li> <li>• Proof points being widely circulated</li> </ul>	Principle #5: Lead with solutions rather than giving time and energy to naming well-known problems. Use all the creativity of your data and storytelling to show the benefits of your solution.
<ul style="list-style-type: none"> <li>• An understanding of and focus on systems</li> </ul>	Principle #6: Highlight how racial and economic inequities have been built into our man-made systems and how we can redesign them.
<ul style="list-style-type: none"> <li>• Storytelling that highlights our interdependence</li> </ul>	Principle #7: Make sure the people you need are heroes in the stories you tell about the challenges you are solving.
<ul style="list-style-type: none"> <li>• Confidence in collective problemsolving</li> </ul>	Principle #8: Talk people back into their power and their ownership over solutions by lifting up community successes.
<ul style="list-style-type: none"> <li>• Trust in your leadership</li> </ul>	Principle #9: Be clear about your coalition's value proposition and the track record of success that you have individually and/or collectively.
<ul style="list-style-type: none"> <li>• An understanding of how to get to success</li> <li>• Clarity around each actor's role</li> </ul>	Principle #10: Share your roadmap for change, how you'll measure success along the way, and what people can do to help.



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