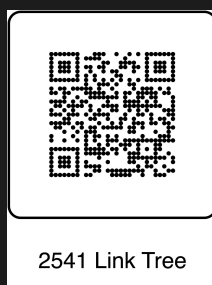




Not Sure Where to Start?

5 Lanes, 5 KPIs, 1 Purpose: Meeting You Where You
Are to Build Power



2541 Link Tree



Interest Form

Guided Notes

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World as It Is vs World as it Should Be

	World as it is	World as it should be
Who runs it?	Power	Love/Justice/Data
What fuels it?	Self-interest (what's good for me)	Altruism (what's good for kids)
What is it guided by?	Relationships	Recognition of humanity

R: Industrial Areas Foundation & Leadership for Educational Equity

Power is the ability to _____.

Power is _____.

Power is the _____ of _____.

Overview | PMP Victory Lanes™

0

 Gauge Interest for Power Building

1

 Launch/Relaunch a Team

2

 Build Up and Out Your Base

3

 Develop Your Priority Agenda

4

 Secure and Hold Your Victory



Leader POWER **ASSESSMENT**™

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2541.org

POWER MADE PRACTICAL

Practical Power Assessment™

The examples below in bold and/or italicized font are a non-exhaustive description of what’s possible, but it is a start.
Contact us at activateme@2541.org to learn how to build a strategy around your score.

Summary	Total # of Points	Green 3 points	Yellow 2 points	Red 1 point
Count the numbers in each column to reveal your assessment score aka Power Count..				

Relate		Green 3 points	Yellow 2 points	Red 1 point
1	Leaders have a clear list of who their people are. <i>The core leadership team of Leaders has a list of 100 names that they have divided up for a round of individual meetings.</i>			
2	Leaders have a bounded Leader Organizing Teams <i>Set meeting dates, leadership roles shared & rotated, and clear organizing statement</i>			
3	Leaders plan to build a diverse base representing their focus audience. <i>A clearly defined framework for determining types of relationships</i>			
4	Leaders have a clear understanding of how to engage connections beyond the moment. <i>After individual meetings, Leaders know how to direct constituents to further engagement</i>			
5	Leaders have an accessible database to track the “relate” phase. <i>Clear power management system to track meetings, look at goals, and summarize self-interest</i>			
Learn		Green	Yellow	Red
6	Leaders have a clear understanding of their base’s needs. <i>People’s Assembly was conducted to test power, determine areas of focus, and/or refine issues</i>			
7	Leaders understand key political relationships to move their issue to and through a win. <i>Person X is on ___ board, listens to ___, and receives money from ___</i>			
8	Leaders have a set of key political meetings scheduled, which they lead. <i>For ___ through ___, weekly meetings from 4 pm - 6 pm to discuss issues</i>			
9	Leaders have a set of key political meetings staffed by a team of 4-6 Leader leaders who have been prepared. <i>Prepped for pre-meeting, during, and debrief</i>			
10	Leaders developed an agenda that will be used in key political meetings. <i>Opening objectives, notes, and questions in alignment with the goal</i>			
11	Leaders have developed and digested a map for each political player’s stance on their issue <i>Who they are, what & who moves them, where they stand on the issue</i>			
12	Leaders identified a clear pathway to securing their win. <i># of votes it takes, decision-making process, campaign plan, capacity building plan, leadership pathways, specific ask (draft/final)</i>			
13	Leaders identified key decision-makers to secure our win. <i>Identification of the key person/persons who have decision-making authority</i>			
Act		Green	Yellow	Red
14	Leaders demonstrate their power through a creative base-identified action that sets them up to get their desired win. <i>Set of tactics Leader-identified in connection with a larger strategy to keep and sustain the win</i>			
15	Leaders grow their base to a specific pre-identified number. <i>Three months before an action, Leaders set a goal of 150 attendees, which doubles their base.</i>			
16	Leaders lead action. <i>The agenda, facilitation, and turnout are led by Leader leaders.</i>			
17	Leaders have a clear next step on how to inspire participants in the room through a call to action with specific next steps. <i>Participants, in addition to the leadership team, have a clear understanding of when they will come together, how to remain engaged, and knowledge of a Leader-identified North star</i>			
18	Over 55% of the people in the room represent their target base. <i>Leaders and stakeholders have intentional individual meetings to ensure those who will be in the room are representative of their base.</i>			
19	Leaders debrief the day's events, including evaluating their turnout, desired goals, and political lessons. <i>Leader-led post-evaluation meeting</i>			

THREE PHASES

Practical Power Assessment™

STEP ONE: Add up your count to determine your Power Count.

Red	Yellow	Green
1 point	2 points	3 points

STEP TWO: Determine if you're in phase one, two, or three.

Phase 1 Basics Power Count 0-19	Phase 2 Build Power Count 20-38	Phase 3 Activate Power Count 38-57
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STEP THREE: Take note at the suggestions below for each phase. Please note that this is not an exhaustive list.

- Define who your people are
 - Ground yourself in community organizing fundamentals
 - Conduct deep listening sessions to identify core group of Leader organizing leadership team
- How to launch a successful Leader Organizing Team
 - Strategic Planning
 - Identify and Develop Issues Areas of Focus
 - Develop a strong understanding of research actions
- How to conduct an action
 - Action evaluation best practices
 - Leader evaluation
 - Train and develop various groups of leaders

STEP FOUR: Conduct with additional stakeholders and compare responses.

STEP FIVE: Reach out to 2541 to learn how to advance your power building goals at hello@2541.org.

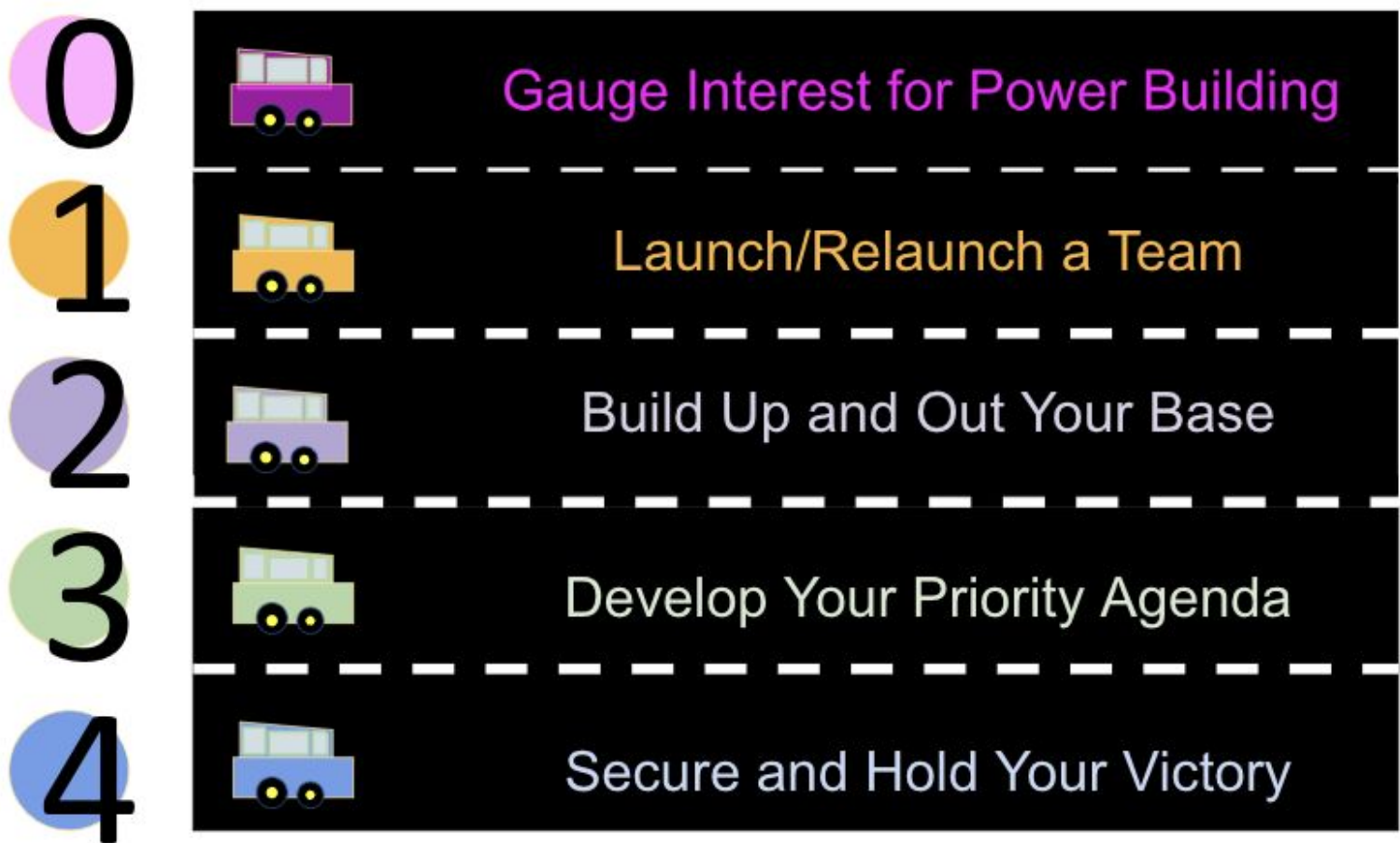


www.2541.org



Hello@2541.org

PMP Victory Lanes™



	15-day	30-day	60-day	90-day
Sample KPIs for Lane 0	KPI 1 Conduct at least 5 individual meetings to begin gauging interest for power building and understand key concerns.	KPI 2 Host your first house meeting , where the focus is to bring together the interested individuals and introduce the concept of collective action.	KPI 3 Hold an interest meeting with 15 attendees to assess broader interest and commitment, and create a shared vision for the power-building effort. KPI 4 Gauge a clear yes or no for ongoing power building.	KPI 5 Complete an introductory power-building training session with 45 attendees to ground participants in the fundamental concepts of power, organizing, and actionable steps.
Insert your lane here.	Insert your KPI.	Insert your KPI.	Insert your KPI.	Insert your KPI.

Additional Notes

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