

CREATING SHARED STRATEGY

Worksheet Packet

**LIKE A
MYCELIAL
NETWORK**



**TRANSFORM LIMITED RESOURCES
INTO COMMUNAL POWER!**

STRATEGIC GOALS

Shared Strategy Worksheet 1

This worksheet can be used to decide on a strategic goal for your campaign that is linked to the overarching outcome your constituency is seeking.

Develop Criteria for a Good Strategic Goal:

List criteria needed to develop your campaign's strategy goal. Consider some of the examples provided and add, subtract or modify as needed to suit your cause.

Examples:

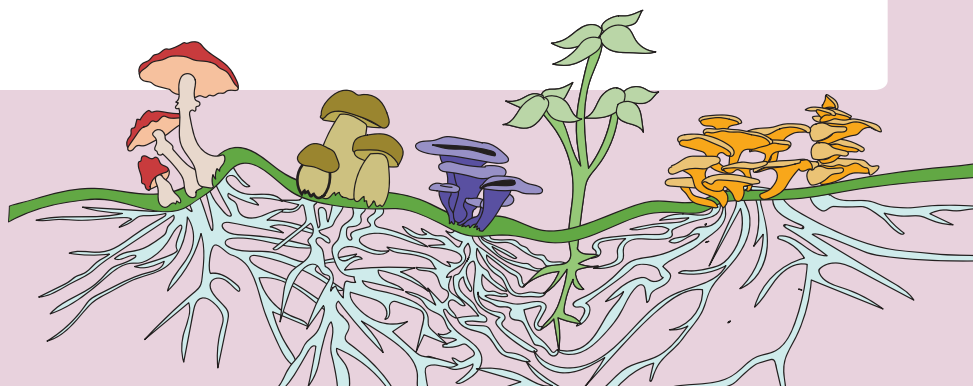
- Focused (on a single strategic outcome)
- Motivates participation
- Leverages resources
- Creates opportunity for measurable, visible, clear feedback (know if we are making progress)
- Builds capacity
- Contagious (can be emulated by others)
- Includes a concrete timeline

Decide on a Strategic Goal:

What concrete result will you aim to achieve that will help your constituents get what they want? First openly brainstorm and build upon each idea, then use your criteria above to evaluate them, and make a decision.



**FIELD GUIDE
FOR GROWING COMMUNITY POWER**



THEORY OF CHANGE

Shared Strategy Worksheet 2

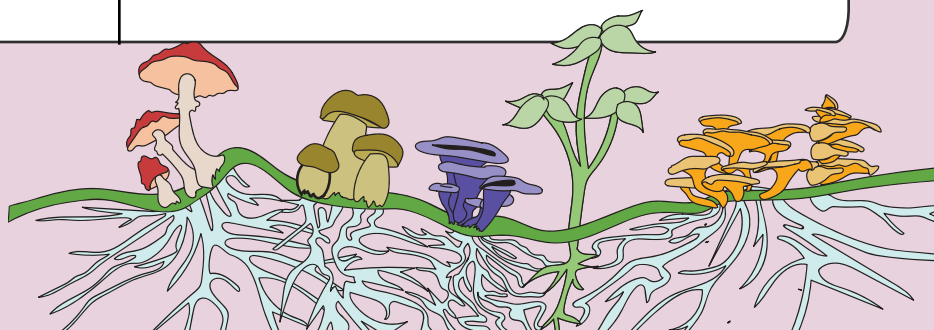


Your theory of change is your hypothesis about **how to organize your constituents' resources to affect those who hold the resources/power to solve the problem.** What would it take to get these different actors to take actions that further your strategic goal? At what point will they actually feel your constituents' power?

"Power With" Dynamic If your people have the resources needed to achieve the goal, but may need to use them more collaboratively.	"Power Over" Dynamic Only fill out this column if your people need access to resources held by others to achieve the goal.
What resources do our people hold that they can use to achieve their goal? (make a creative and specific list)	Who decides if we get to achieve our goal?
Why haven't our people used these resources to achieve their goal?	What do they care most about?
How can our people combine their resources in new ways that can achieve their goal?	What resources do we have that they want or need? (The resources your constituency may need to withhold, distribute, or organize in new ways).



FIELD GUIDE
FOR GROWING COMMUNITY POWER



TACTICS

Shared Strategy Worksheet 3



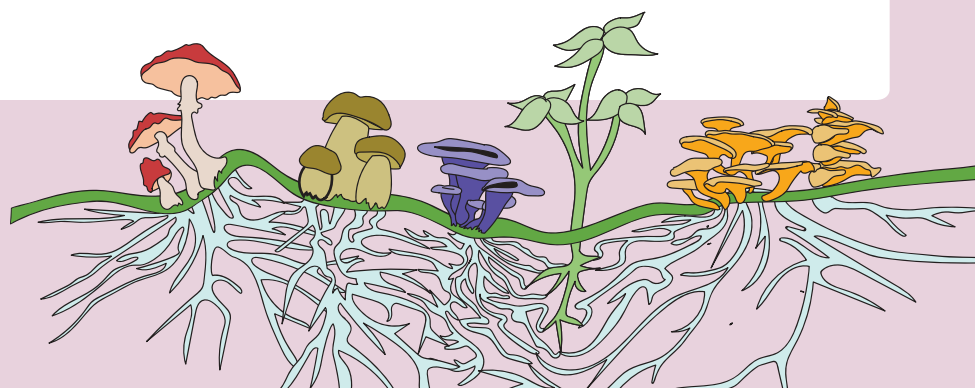
As a team, brainstorm as many tactics as you can in at least 10 minutes. Your tactics should be based on your theory of change. How will you organize your constituency's resources to create the change they want? Good tactics are based in the culture and experience of your people and reflect your values.

A large, empty white rectangular box for brainstorming tactics.

Next, decide on the top three tactics from above, using the following criteria:

- Do they make good use of your resources?
- Do they build capacity?
- Do they help you to achieve your goal?

A large, empty white rectangular box for evaluating and selecting tactics.

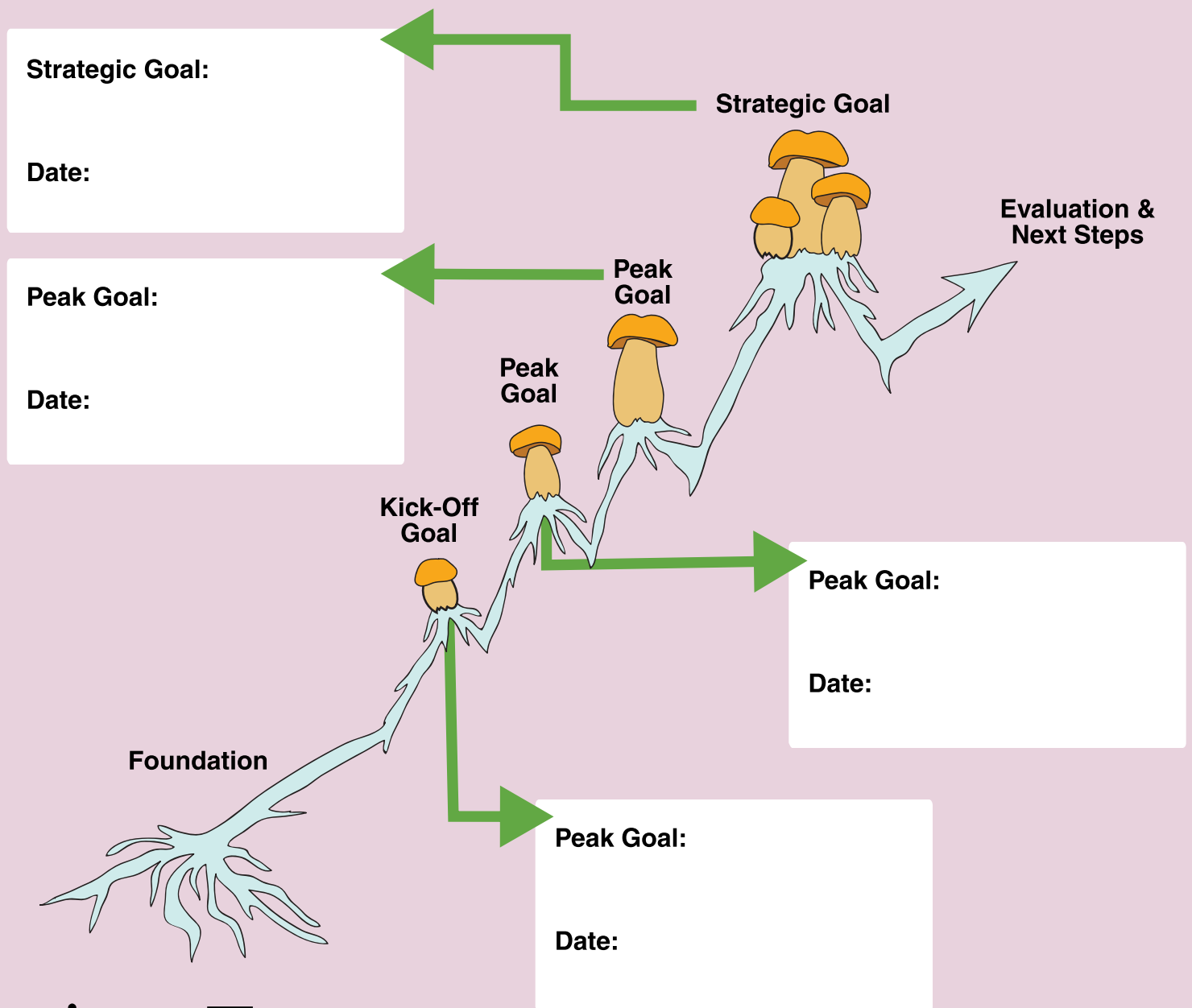


TIMELINE

Shared Strategy Worksheet 4

Strategize Backwards. **How will you organize your tactics over time to achieve your strategic goal?** For each tactic, determine a **peak goal**—what would it look like to achieve it? A peak is typically an **event or action** with your constituency that shows all the capacity that's been generated since the last peak. **Starting at your strategic goal, work backwards to sequence your peaks on a campaign timeline.**

Ensure that each peak builds on what came before so that you are gaining power and capacity over time, culminating in your strategic goal. What measurable outcome do you want from each peak (for example, how many new people sign up or how many people participate in a march)?



KICK-OFF TACTICS

Shared Strategy Worksheet 5 (Page 1 of 2)

Step One: Brainstorm

Strategize Forward. Now focus on your first peak: your campaign kick-off. **What measurable outcome will you try to achieve with this first kick-off? How will the kick-off be motivational for your constituency? How will it reveal to your community its own resources, courage and solidarity?** Individually, take some notes below in response to these questions:

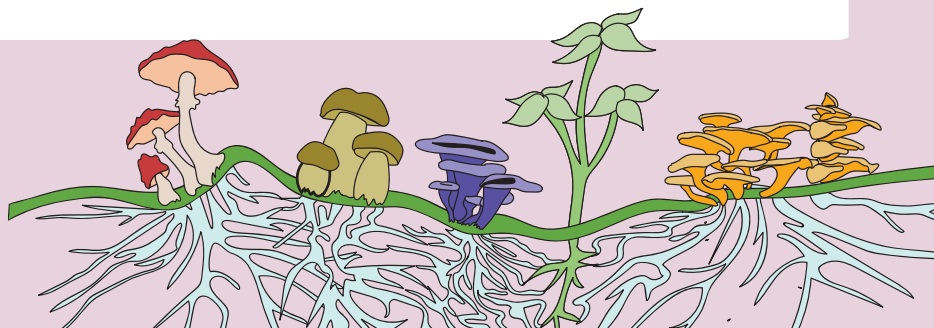
Next, with your team, brainstorm as many tactics for your kick-off as you can in at least 10 minutes. List them below.

(Try to use “Yes, And!” strategizing, rather than “No, But!”. Build on each other’s ideas.)

Then use your decision-making process to decide which tactic you will organize as a team.



**FIELD GUIDE
FOR GROWING COMMUNITY POWER**



KICK-OFF TACTICS

Shared Strategy Worksheet 5 (Page 2 of 2)

Step Two: Visualize

As a team, draw a picture of your kick-off tactic below.

What will it look like? When will it take place? Where? Who will be involved? How many? What will they be doing? What will they be wearing? What will you be doing? When?

Make a list of the things that need to get done between now and then in order to effectively organize your kick-off tactic:



**FIELD GUIDE
FOR GROWING COMMUNITY POWER**

