SET FORCES FOR SUCCESS

THIS TOOL WILL HELP YOU TO:

★ identify forces supporting and undermining your project
★ identify areas of growth for your project
★ identify different perspectives within your group.

HOW TO:

Setting forces for success helps you think about the external and internal forces affecting your project. These may include media biases, cultural values, political context, internal division, psychological power struggles and blocks. Through discussion with others, this tool will help you tease out differences of opinion within your team. This can help to identify areas of growth for your project.

1 Identify your project vision.

2 Identify forces contributing to and forces against success. Use the following table.

Forces for success (+)	Forces against success (-)

3 Rate the impact/strength of each force from 1 to 10 relative to the impact of the force on your project. Discuss this as a group.

4 Think about how to maximise the forces for success and how to minimize the forces against success. What are tactics (currently being used and especially those not being used) that can maximise your success?

POWER
TO

BRING IT TO A MAKE CHANGE HAPPEN MEETING

Report back

Describe the process of using this tool on your project. What insights did you gain? What changes will you make to your project as a result? Did you have any difficulties your Make Change Happen group could advise on? What tips on the tool do you have for your Make Change Happen group?

Practice run

Choose a project to use Set Forces for Success on. It's best to use your project. An alternative project could be something well known like 100% Renewable Energy or Same Sex Marriage.

You'll need a whiteboard or large piece of butchers paper. Follow the steps and capture any insights generated.

SET FORCES FOR SUCCESS

MAXIMISE FORCES FOR SUCCESS, MINIMISE FORCES FOR FAILURE.

COMBINE THIS TOOL WITH:

Cut Your Issue
Map Your Political Power
Harness Your Strengths with S.O.A.R.
Be Strategic
Plan an Advocacy Campaign

NOTES

Adapted from: The Change Agency (http://www.thechangeagency.org) and George Lakey, Training for Change (www.TrainingForChange.org).