

# CUT YOUR ISSUE

## STRATEGIC PLANNING

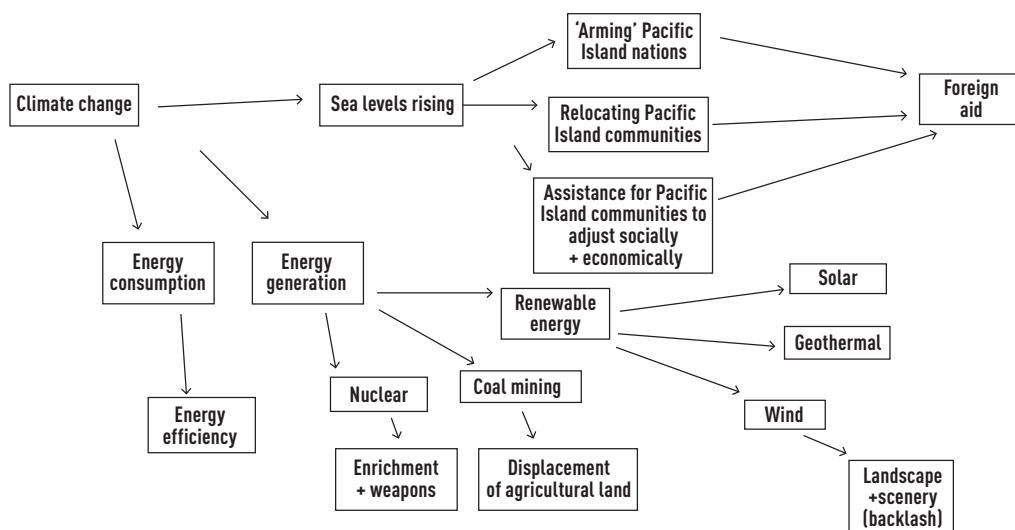
### THIS TOOL WILL HELP YOU TO:

- ★ reduce the scope of broad projects
- ★ consider the pros and cons of working on different parts of a problem
- ★ focus efforts where change can really be achieved
- ★ divide and conquer.

### HOW TO:

Cutting your issue can be a helpful way to translate a daunting and complex problem into one or more 'bite-sized' issues. You can reduce the size of a problem by using creative brainstorming techniques that help your group consider the relative merits of various approaches to a problem.

- 1 Think of a significant social or environmental issue/problem you'd like to address.
- 2 Consider how to cut this big issue into smaller issues.
- 3 How do these smaller issues appeal to different audiences, community groups etc. What are some ways that people interpret, respond to or campaign around the problem? This is illustrated in the following diagram, which cuts the issue of climate change:



- 4 Experiment with different ways of cutting issues to create a logic that works for you and your group. Here's where post-it notes come in handy. Can you cluster things?
- 5 Commit to focusing on the parts that will give your and your team the most influence in achieving your vision



## BRING IT TO A MAKE CHANGE HAPPEN MEETING

### Report back

Describe the process of using the 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 broad issue to "cut". It's best to use your project you are working on. An alternative topic could be something people know about like climate change or discrimination in the workplace. You'll need a whiteboard or large piece of butchers paper. Follow the steps and capture any insights generated.

**CUT YOUR ISSUE**

**FOCUS EFFORTS WHERE CHANGE CAN REALLY BE ACHIEVED.**

### COMBINE THIS TOOL WITH:

Set Forces for Success  
Map Your Political Power  
Hone Your Key Messages  
Be Strategic  
Set S.M.A.R.T. objectives

### NOTES

*Adapted from: The Change Agency (<http://www.thechangeagency.org>)*