

COMPONENTS OF A MOVEMENT-BUILDING STRATEGY

Components	Questions for reflection	Key insights
Our guiding vision	<ul style="list-style-type: none"> • What future have we reimagined – what will be different in the world in this future? What problems will be solved? <i>(see Chapter 1: Getting Started, Activities 3 and 4)</i> • What are our core beliefs, ethics and ways of working related to our vision? How can we live into our values and principles? <i>(see Chapter 1: Getting Started, Activity 5)</i> • What are our assumptions about how change happens? What do we assume about how to build and change power? <i>(see Chapter 2: Getting Started, Activity 6 and Chapter 3: Making Sense of Power, Activity 10)</i> 	
Context, moment and power analysis	<ul style="list-style-type: none"> • What’s happening in the moment in our context? What are the implications for our vision and agenda? • What can we learn from previous history and those who came before us in this work? • Who are the key actors and interests currently contesting for power and what are the beliefs and narratives they are mobilising to advance their interests? • Who is pushing back? • What are the contradictions and where do you see opportunities or openings? <i>(see Chapter 3: Making Sense of Power)</i> 	
Bold ambition and agenda	<ul style="list-style-type: none"> • What is the solution or agenda we’re advancing? What is the deeper structural, social and material change we’re seeking? <i>(see Chapter 1: Getting Started)</i> • What are our immediate demands and proposals? How are we communicating key narratives to build and activate support? <i>(see case studies and Chapter 5: Narratives and Power)</i> 	
Common ground, community and belonging	<ul style="list-style-type: none"> • Who is the “we” in this effort? How are we connecting and engaging a broad “we?” • What stories and experiences do we have in common? How are we nourishing a sense of community, culture and belonging to inspire and fuel our work for change? How do the futures we imagine and dream of speak to us collectively? <i>(see Chapter 2: Getting Started, Activities 1, 2 and 3)</i> • How do we affirm and connect across our diverse identities, as a source of collective power and liberation? <i>(See Chapter 4: Intersectionality, Identities and Power)</i> 	
Organised capacity, resources and allies	<ul style="list-style-type: none"> • What do we bring to the work – knowledge, resources, relationships, organisation and capacities? Who do we rely on for other contributions to the work? Where are we situated within the wider movement ecosystem? What relationships matter most? Which need building? Who are our key allies? <i>(See Chapter 2: Getting Started, Activities 7 and 8)</i> 	