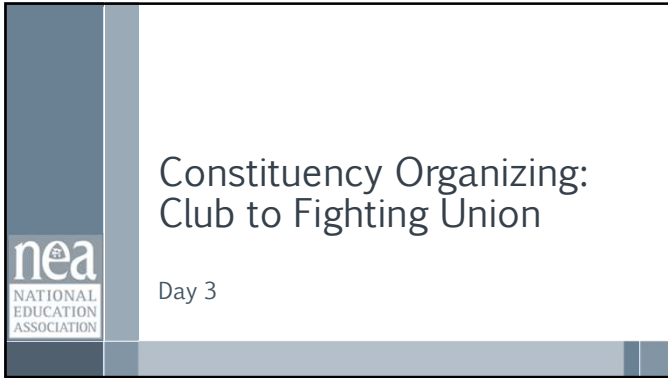
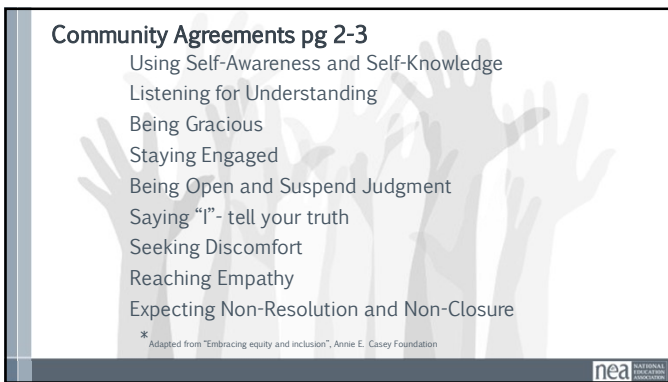
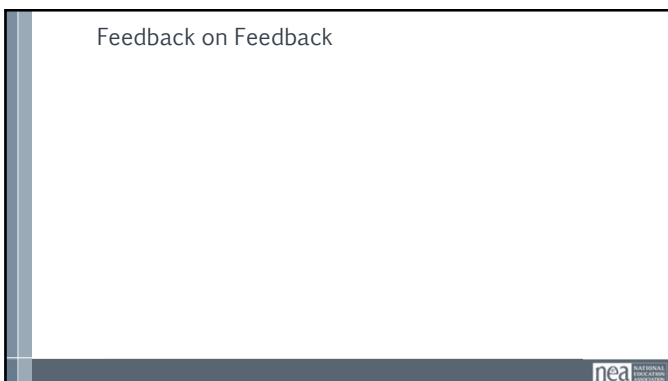




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Your Words on our work –



4

TODAY'S
OUTCOMES

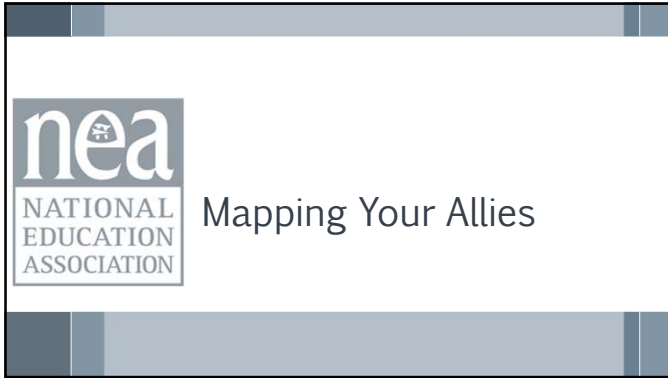


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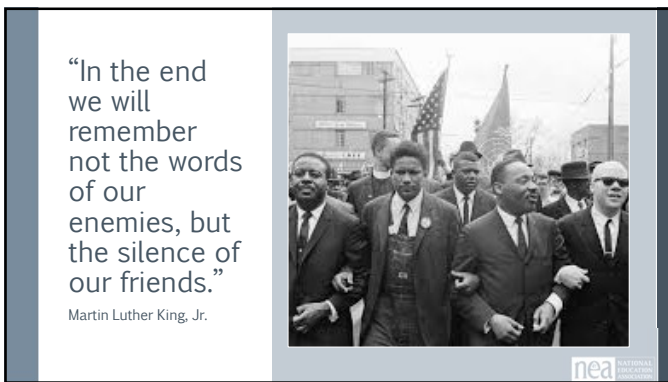
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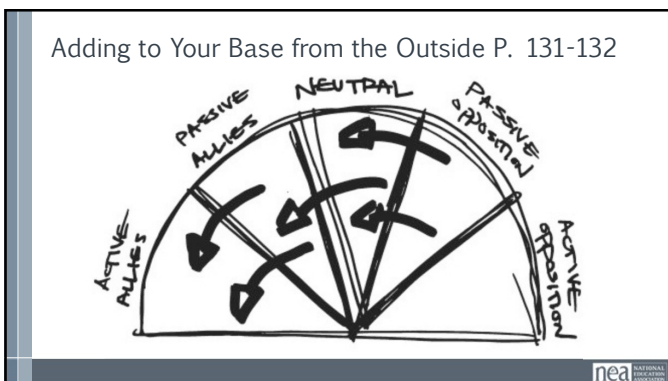
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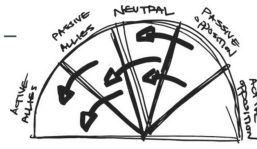
Three Kinds of Fights of That Fail

P. 130

Only work with Active Allies –
Preaching to the Choir

Only focus on Opposition–
Whole World is Against Us

Only focus on Active Opponents –
*Speak Truth to Power (Moral Appeal
and Righteous Argument)*



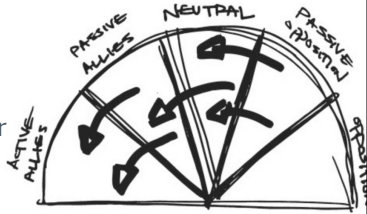
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10

How to Win

Use strategic tactics
that shift each
segment to the left .

Focus on the “Aims” or
outcomes you want
from each of the
segments.

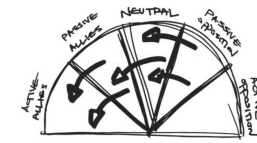


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Definitions to Know

- › **active allies**, or people who agree with you and are fighting alongside you;
- › **passive allies**, or people who agree with you but aren't (yet) doing anything about it;
- › **neutrals**, or the unengaged and uninformed;
- › **passive opposition**, or people who disagree with you but aren't actively trying to stop you; and
- › **active opposition**, or people who not only disagree with you, but are actively organizing against you.



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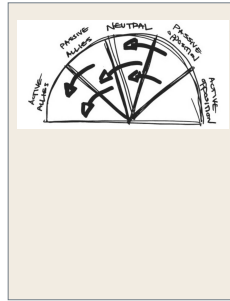
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Let's Do this Shift - 2 Steps

Use pages 131 and 132 to create a map of allies that would make sense for your assigned constituency group.

Identify visible tactics that create the outcome you want from each group.

Be ready to share what you learned



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Whole Room Talk

- ›What did you learn doing this process?
- ›What is important to know if you are going to use this with leadership teams?

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KEY IDEAS

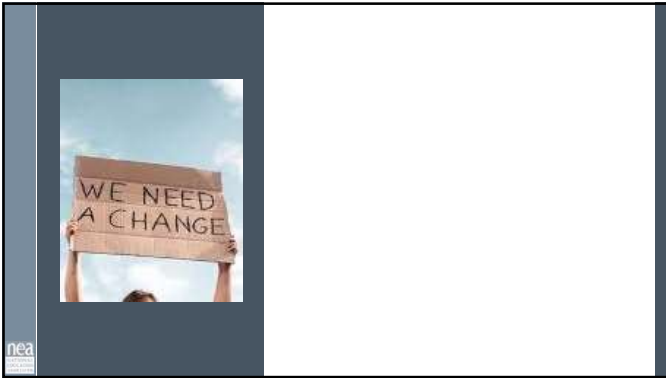


Campaigns are won not by overpowering one's active opposition, but by shifting each group one notch around the spectrum increasing people power in favor of change and weakening your target.

Tactics and actions need to match your target outcomes

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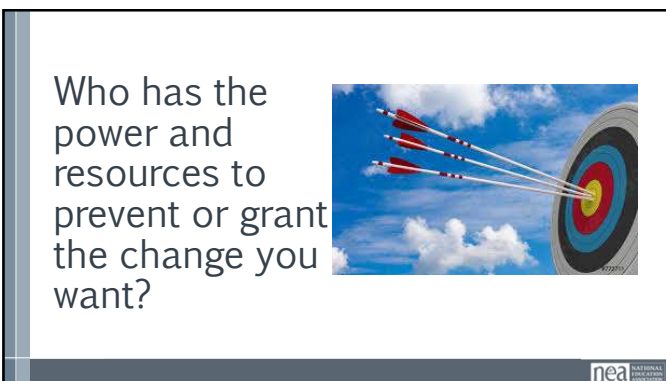
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18

Who is the Boss – P. 60-66

Who is the boss or the fight with?

How did they win?




19

What did you learn?




20

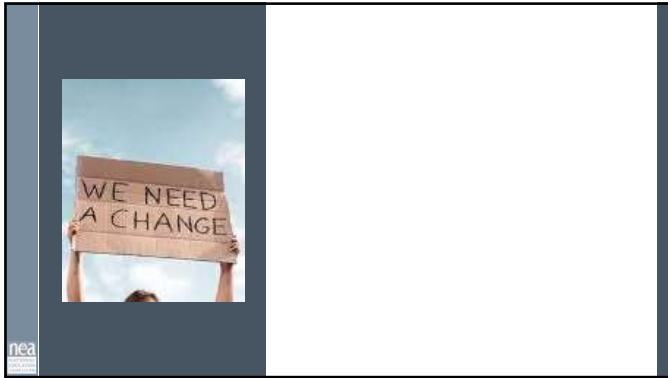
KEY IDEAS




Having a clear target to mobilize our leaders around the issues we cannot address alone is critical.

Without a clear target, we do not have an effective strategy or plan.

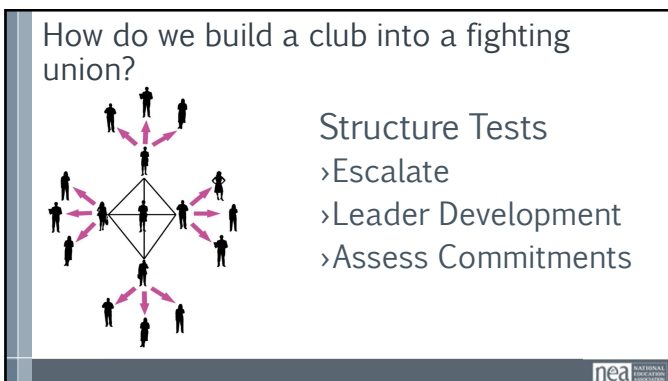
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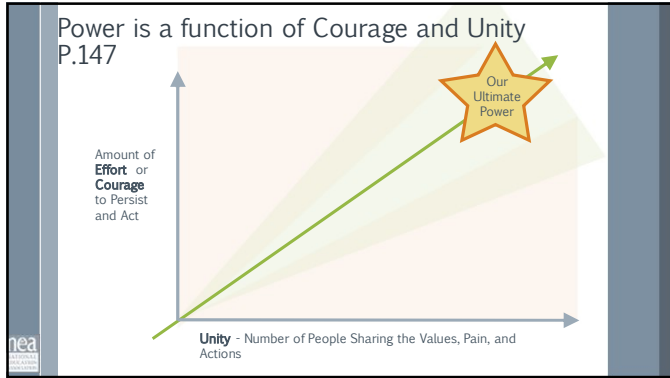
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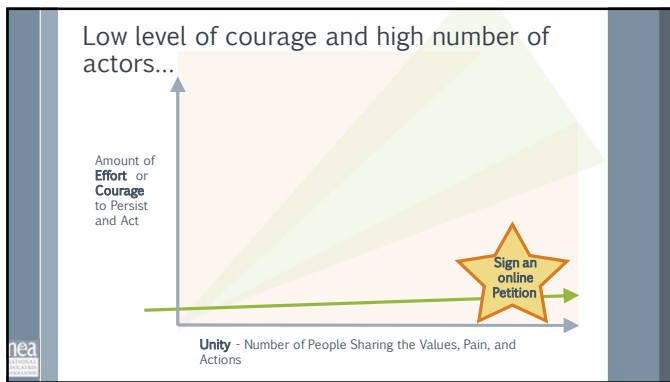
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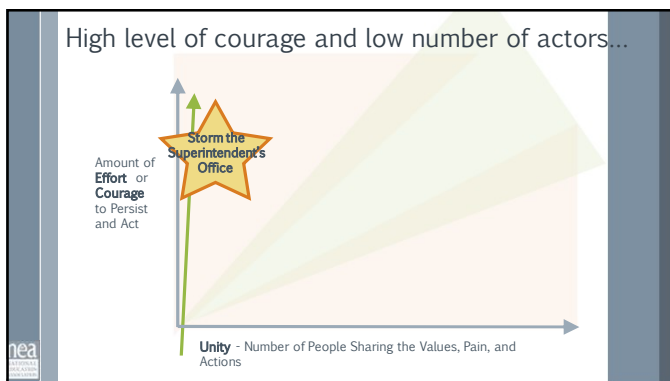
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26



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High Participation Is a
Prerequisite to Power -
Super Majority of
Workers Engaged

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But Also Need...
Unity (against division) TIGHT
STRUCTURE Demonstrable &
Sustainable Super-Majorities

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Case Study – Seattle P. 87-95

Focus on P. 93

Was this tactic effective in
achieving their demand? Do
they have the power to
achieve their demand? Why?

Use Tool on 162 to consider
the effectiveness of this
tactic.



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What were the strengths and weaknesses of this tactic?

Where was this local in the levels of organizing?

What would you do instead?





31

KEY IDEAS




If we stay in the 1-1s and never ask to act or choose to act, we stay in the basics to beginning of organizing.

Building power with each other and giving leaders the role of doing the tasks and organizing of the action helps to build the over all unity and allows us to leverage more resources for change.

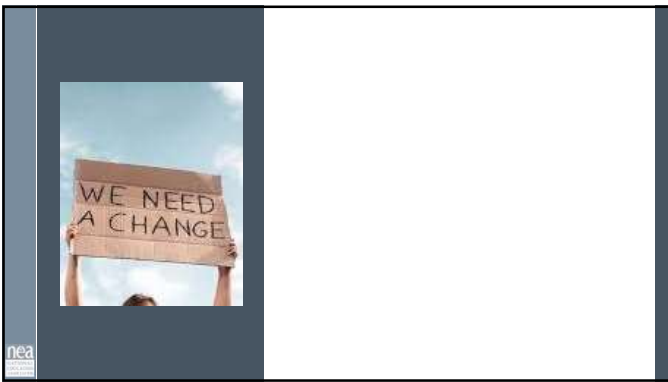
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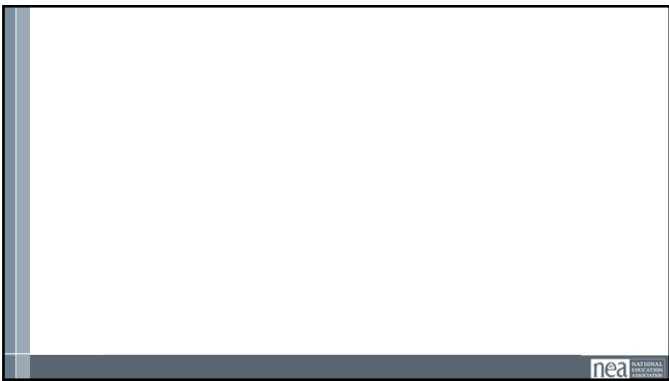
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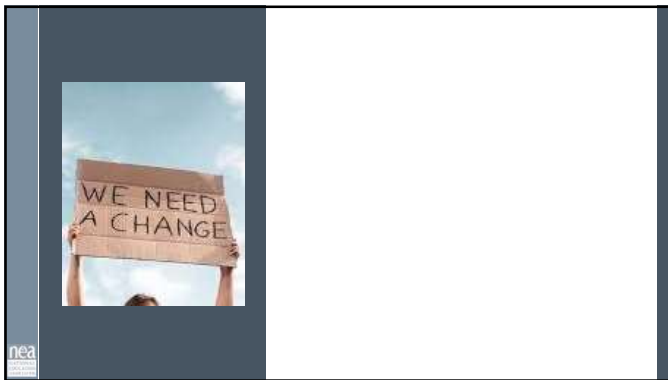
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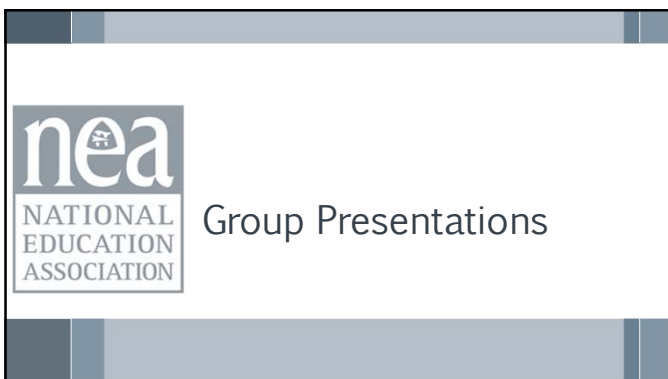
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41



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Gallery Walk:

› Use post-its to leave feedback

› Focused questions OR affirmations (not suggestions)

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Feedback Responses

› What feedback is particularly useful or thought-provoking?

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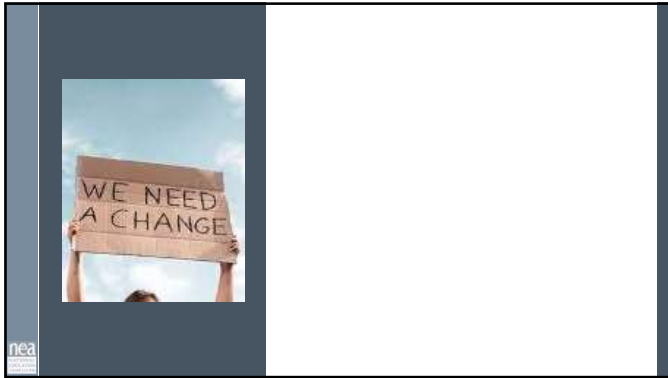
KEY IDEAS



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46

A parody of the iconic "Keep Calm and Carry On" poster. It features a crown at the top, followed by the text "KEEP CALM, IT'S JUST THE END OF MY POWERPOINT" in a bold, sans-serif font. The background is a solid grey. The poster is set within a dark blue rectangular frame on a presentation slide. In the bottom right corner of the slide, there is a small logo for "nea" (National Education Association).

Ending it Right

- Lunch
- Travel
- Feedback via email

47

Feedback on Feedback

A small logo for the National Education Association (nea) located in the bottom right corner of the slide.

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