

MAKE A GAME PLAN

Once you've identified a good organizing issue, you need a plan of action.

THE THREE BASICS OF A PLAN

- 1. What exactly do you want?** It's amazing how far along folks can be in a campaign without having identified what solution they're after, and whether or not it's winnable.

- 2. Who has the power to fix the problem?** It's not enough to say "management." Figure out which person in management could say yes to your solution.

- 3. Which tactics can work?** Aim your actions to build the pressure on the decision-maker you've identified. Consider how much pressure it will take to win, and where your leverage is.

