

# The Benefits of Strategic CaseMaking

Strategic CaseMaking is a set of leadership principles you can use to have smarter, braver and more hopeful conversations about the future we need to build together. Using the principles consistently will help you mobilize all kinds of people behind the big systemic changes we need to achieve that future. As you deploy Strategic CaseMaking, you'll notice your own optimism grow along with your ability to persuade people to join you.

Principle	Goal	If you...	You'll start to notice...	Which means...
Foundations: Listen differently	Increase trust	Consistently listen actively and appreciatively to all the people you need to achieve your goals	A growing number of people begin to feel new or renewed trust in your leadership	Your support will grow as new partners start to build relationships with you and encourage others to do so
Foundations: Frame your adaptive challenge	Increase interest	Consistently position your work within a bigger story about the challenges your community needs to tackle now to achieve the bright future it wants	A growing number of people can describe what a bright future for your community looks and feels like	Your partners will take an interest in discussing a much bigger range of solutions that would help achieve your brighter future
Foundations: Plan for thoughtful recruitment	Increase optimism	Consistently and strategically target the next set of champions you need to invite into your solution	A growing number of people ask how they can be part of your team	Your partners will start to feel like they are on a winning team -- building energy and optimism for your solutions
1: Connect your work to people's aspirations	Increase stake	Consistently start your conversations by naming the aspirations of the people you are talking to and how they connect to your solution	A growing number of people recognize your solution as achieving an aspiration they have	Your partners will be quicker to mobilize because they already see their stake in what you are trying to get done
2: Name the power of the moment to affect the future	Increase urgency	Consistently name the urgent opportunities to start building the future we want	A growing number of people recognize the urgency of the opportunity in front of you	Your partners will be quicker to mobilize around urgent opportunities as they arise
	Increase agency	Consistently remind people of their power to achieve the future they want	A growing number of people talk about a bright future as within their power and responsibility	Your partners will be quicker to mobilize because they feel empowered to achieve the future they want
3: Tell people what they lose if they sit on the sidelines	Increase fear of loss	Consistently describe the 'two tomorrows' - what the future looks like if we take action now and what it looks like if we don't	A growing number of people debate how to prioritize their actions rather than whether they should act at all	Your partners begin prioritizing your areas of immediate action in their meetings, programs, and investments

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4: Navigate dominant narratives	Shift mental models	Consistently pivot away from and reframe the harmful dominant narratives that disrupt your progress	A growing number of people repeat more productive narratives	Your partners will build momentum from more productive narratives circulating in the broader public
5: Anchor and credential solutions, not problems	Increase agency & universe of solutions	Consistently share proof points that are solution-focused, system-based, and strength-oriented	A growing number of people understand and are energized by your solutions	Your partners will build energy in the broader public behind your solutions
6: Make inequitable systems the villain	Increase system and equity orientation	Consistently use a powerful metaphor that helps explain why we need to redesign our systems for equity	A growing number of people understand what systems are and what actions can make them more equitable	Your partners will be better able to call the broader public to action behind systems change work that has equity as an explicit focus and outcome
7: Tell the "Story of Us"	Leverage the power of storytelling	Consistently tell stories that grab people differently, centering lived experience, systems and new stakeholders	A growing number of people see themselves as part of the solution and share their own stories about what the solution would mean to them	Your partners will grow as new stakeholders see their stake and role in your solution
8: Foster Collective Responsibility	Increase power sharing	Consistently reinforce that we – the people – own the solutions and have the power to implement them	A growing number of people describe your issue as a collective responsibility and name their power to solve it	Your partners will see more everyday people showing up ready to act on the solutions you're proposing
9: Reimagine your Value Proposition	Increase trust	Consistently describe your theory of change - how you expect your actions will achieve the better future you are seeking	A growing number of people have a clear understanding of our respective roles	Your partners will work together in ways that align with your theory of action
10: Share your Roadmap and Metrics for Success	Increase clarity of purpose	Consistently collect and share a meaningful set of metrics that demonstrate your progress	A growing number of people have a clear understanding of what success looks like and their role in achieving it	Your partners will understand their role in your roadmap for success, act upon it, and call others into action