Narrative Power Analysis

Shared problem/ Issue identified

Constituency Organizes
- Research
- Power analysis
- Outreach & Education
- Organizing

Visioning & Campaign Goal Setting
- What do we really want?
- What are the incremental steps to get there?

Identifying Targets and Audiences
- Targeting Institutions: What institutions are operating?
- Targeting Decision Makers: Who can give us what we want?
- Audiences: Who are we talking to and what do we want them to do?
- What do we know/need to know about our audience(s)? What are their filters/assumptions?

TOOLS: power map | influence map | spectrum of allies | focus groups

Battle of the Story (deconstructive)
- What are the stor(ies) we need to change? (Status quo assumptions and/or from a specific institution?)
- Use narrative power analysis to deconstruct with elements of story
- Identify underlying assumptions
- Are there larger mythologies of the dominant culture that must be challenged?

TOOLS: battle of the story

Strategy Development

Battle of the Story (constructive)
- Use narrative power analysis to apply elements of story and construct our story
- How does our story target underlying assumptions in the dominant story?
- What are our shared assumptions?

TOOLS: battle of the story

SOCIAL MOVEMENT BUILDING

Ongoing Practices
- Building networks & alliances
- Leadership development
- Skill & capacity building
- Monitoring narratives & (re)assessment
- Self & community care
- Celebration!
- Innovation!

Evaluation

Is there evidence that:
- Our memes are spreading?
- Target has moved? Framing has shifted? Organizing goals met? (new leadership, membership, alliances, morale, etc)?

PRACTICES: reflection writing | paired/small group listening | group debriefing | self & community care | celebration!

Reflection

Results?
- Victory!?
- Story has changed?
- Goals met?

Intervention
- Identify physical points
- Identify points of assumption
- Intervention tied to goals (organizing, persuasion, pressure on target, etc) and appropriate for group capacity
- Interventions launch/repeat core memes

TOOLS: points of intervention | nonviolent direct action toolbox | strategic communications & new media toolbox

Design: Campaign Narrative & Action Logic
- Synthesize campaign narrative
- Memes: How do we encapsulate our story?
- Viralization: What are the venues, networks, cultural currents, media environments and/or spectacles where our meme could catch on?
- Action Design: Tactics? Scenarios?
- R & D: Creativity, experimentation, testing
- Group preparation for action

TOOLS: what's in a meme? | tactic star

Action