

### PUBLIC NARRATIVE

#### STORY OF SELF

Why me?  
Origin story.  
Specific moments that highlight your values and why you are called to lead.

#### STORY OF US

Why us?  
Specific moments that highlight shared values through common experience.

Why now?  
World as is/should be  
Urgency & the ask.

#### STORY OF NOW

CHALLENGE - CHOICE - OUTCOME - C

VALUES - HOPE - VALUES - HOPE - VALUES - HOPE - VALUES - HOPE

### I AM ORGANIZING WHO TO DO WHAT?

Who are my people? What is the change we want to make?

TEAM NAME:

### RELATIONSHIP BUILDING

With whom are we going to have:

- 1:1 meetings?
- house meetings?
- emergency meetings?

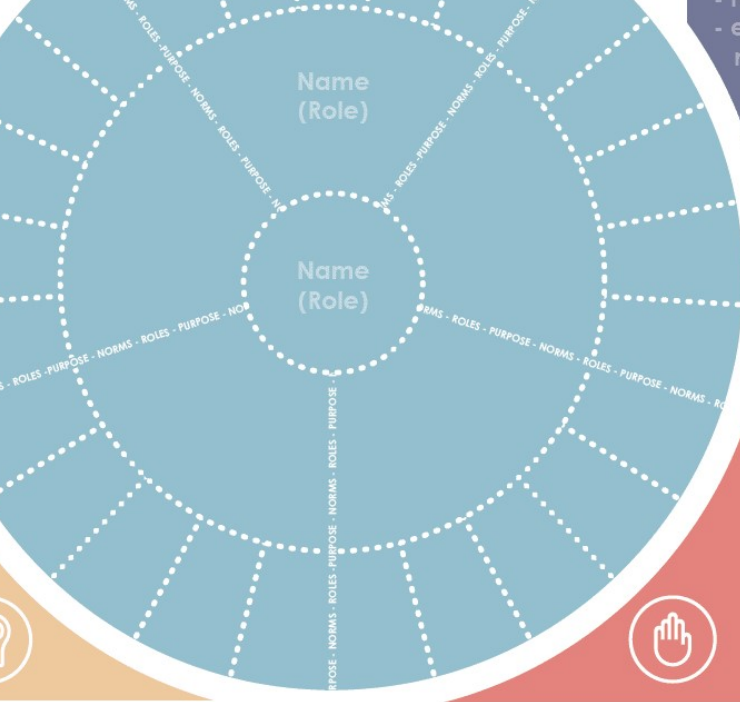
What are our shared:

- values?
- interests?
- resources?

### POWER & STRATEGY

Power with/power over?  
Map of actors?  
How can we use our resources to achieve purpose?

What is our theory of change?  
What is our strategic goal?  
What tactics move us closer to our strategic goal?



### TASK DESIGN & COMMITMENTS

Is our task motivational:

- task identity?
- task significance?
- task diversity?
- autonomy?
- feedback?

Is our ask:

- urgent?
- specific?
- plausible?
- measurable?
- impactful?
- collective?

### TACTICS & TIME LINE

Are we building our teams?  
Are we building our organisation?  
Are we progressing towards our goal?

### FOUNDATION

What?  
Where?  
When?  
How many (key metrics)?

### PEAK 1

### PEAK 2

### THE PEAK

### AFTER

**- THE ORGANIZER'S CANVAS -**