WHAT IS
TRANSFORMATIVE
MOVEMENT BUILDING?

MOVE to END VIOLENCE
a program of the NoVo Foundation

MOVEMENT STRATEGY CENTER
One movement that has impacted your life in a real way;

Give one word or phrase about how your life is different because of that movement.
TRANSFORMATIVE MOVEMENTS
TRANSFORMATIVE MOVEMENT BUILDING

WEBINAR SERIES

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1. What is Transformative Movement Building? September 20th
2. Leading with Vision & Purpose: October 4th
3. Deep Embodiment Through Practice: October 25th
4. Radical Connection: November 15th
5. Strategic Navigation: November 29th
6. Transformative Strategy: December 13th

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LEARNING OBJECTIVES

• Develop shared language, concepts, and practice to support movement building

• Highlight inspiring examples of Transformative Movement Building

• Introduce 4 elements of Transformative Movement Building that come together when we develop strategy for transformation
What is Transformative Movement Building? Taj James
Movement Story: Navina Khanna, HEAL Food Alliance
Movement Building Practice: Margins to Center
Questions
MOVEMENTS TODAY

• How are movements transformational?

• How do movements reconnect us to ourselves, to each other, and to the whole?

• What is a movement’s heartbeat?
TRANSFORMATIVE CHANGE

Artwork by Jess X. Chen (2015), Until We Are All Free

Photo by Rufaro Gwarada, Mobilize the Immigrant Vote.

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HOW DEEP IS THE CHANGE WE SEEK?
The problems are connected

Symptoms of systems that serve to accumulate wealth and power in the hands of a few.
THE SOLUTIONS ARE CONNECTED

Extraction → Regeneration
Control → Democracy
Exclusion → Inclusion
Accumulation → Cooperation

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HOW DO WE TRANSITION THE WORLD?

From DOMINATION & EXTRACTION

To RESILIENCE, REGENERATION & INTERDEPENDENCE

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WE NEED TRANSFORMATION
MOVEMENTS TRANSFORM THE WAY WE THINK, OUR SYSTEMS + STRUCTURES, THE WAY WE LIVE AND EVEN WHO WE ARE.

BLM March Angle photo by Justin Norman available under Creative Commons Attribution-Non Commercial. #transformativemovements
MOVEMENTS AFFECT ALL LAYERS OF EXPERIENCE

- Cultural
- Structural
- Institutional
- Inter-Group
- Interpersonal
- Personal

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THE FOUR ELEMENTS

- Vision & Purpose
- Deep Embodiment
- Radical Connection
- Strategic Navigation
LEAD WITH VISION & PURPOSE

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EMBODIMENT THROUGH PRACTICE

Photo by Forward Together

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3
RADICAL
CONNECTION
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A BIGGER WE
EXPANDED FOOD MOVEMENT

EDUCATION
ENVIRONMENTAL
RACIAL
IMMIGRATION
GENDER
REPRODUCTIVE
GLOBAL
CLIMATE
HEALTH

Content from Field to Forest

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MOVEMENTS ARE PURPOSE-FULL ECOSYSTEMS
PEOPLE + RELATIONSHIPS FORM THE HEART OF MOVEMENTS

Photo by Forward Together

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Movements Create Beloved Community in Action Towards a Shared Vision
MOVEMENT STORY

NAVINA KHANNA
HEAL FOOD ALLIANCE

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MOVEMENT BUILDING PRACTICE: MARGINS TO CENTER