TRANSFORMATIVE MOVEMENT BUILDING WEBINAR SERIES

TRANSFORMATIVE STRATEGY

DECEMBER 13, 2016
TRANSFORMATIVE MOVEMENT BUILDING

While we’re getting started, tell us via chat:

• What is the geographic area of your work?

• Think of a story of transformation: your own experience or one that inspires you. In the chat, name qualities of transformation.
TRANSFORMATIVE STRATEGY
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**
LEARNING OBJECTIVES

• Understand difference between incremental change and transformation
• Provide framework to prepare for transformation in movement building
• Understand how transformative movement practices relate to strategy for transformation.
AGENDA

- Transformative Strategy: Rosa González
- Movement Story: The Network
- Q&A
- Practice Resource: Story for Transformative Strategy
MOVEMENT BUILDING STORY

ROSA GONZALEZ
WHAT IS STRATEGY FOR TRANSFORMATION?
CHANGE...

- Incremental
- Based on buy-in from stakeholders
- Logical, linear strategy and tactics
TRANSFORMATION...

- Occurs from the **inside** out
- Happens in **leaps and bounds**
- Happens when people are **ready**
- Requires **transformative strategy**
**STRATEGY for Incremental Change**

- Set a goal
- Assess current conditions
- Plan to get from A to B
- Build buy-in from key stakeholders
- Take Action
- Assess effectiveness of actions

**STRATEGY for Transformation**

- Dream into Audacious Vision
- Connect with others with a desire for transformation
- Identify qualities needed to live audacious vision
- Engage in practices that cultivate those qualities
- Take big leaps together
STRATEGY FOR TRANSFORMATION

VISION

heading out to sea

climbing up the mountain

KNOWN

QUALITIES

UNKNOWN
THE PROBLEMS ARE CONNECTED

Symptoms of systems that serve to accumulate wealth and power in the hands of a few

- RACISM & ALL SOCIAL INJUSTICE
- FALSE DEMOCRACY
- CLIMATE CHANGE
- ECONOMIC INEQUALITY
THE SOLUTIONS ARE CONNECTED

Extraction → Regeneration
Control → Democracy
Exclusion → Inclusion
Accumulation → Cooperation
MOVEMENTS AFFECT ALL LAYERS OF EXPERIENCE
PRACTICES FOR TRANSFORMATION

whole systems thinking  
listening  
learning from nature  
direct communication  
connecting across silos  
embodiment
4 PRACTICES OF TRANSFORMATIVE MOVEMENTS

LEAD WITH VISION & PURPOSE
What do we want and how deeply do we want it?

EMBODIMENT THROUGH PRACTICE
What do we need to consciously practice to be the people who reflect the vision?

RADICAL CONNECTION
How are we connected? How do we honor our connections? What is the “We”?

STRATEGIC NAVIGATION
How do we make choices that bring our whole selves, whole communities forward within changing and unpredictable conditions?
STRATEGIC NAVIGATION

Being, considering, and acting in ways that are

1. able to anticipate consequences
2. open to multiple possibilities
3. able to make timely choices
Together we can transition from a world where the few live at the expense of the many, to a world where the many govern for the benefit of all.
MOVEMENT STORY
AIMEE THOMPSON AND ANNIKA GIFFORD BROTHERS
MOVEMENT BUILDING

PRACTICE

STORY FOR TRANSFORMATIVE STRATEGY
QUESTIONS?
REFLECTIONS?
FOR MORE INFO, CONTACT:
www.movetoendviolence.org & www.movementstrategy.org

PRODUCTION CREDITS

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Initial Concept: Kristen Zimmerman
Based on: The Practices of Transformative Movements, available at movementstrategy.org