



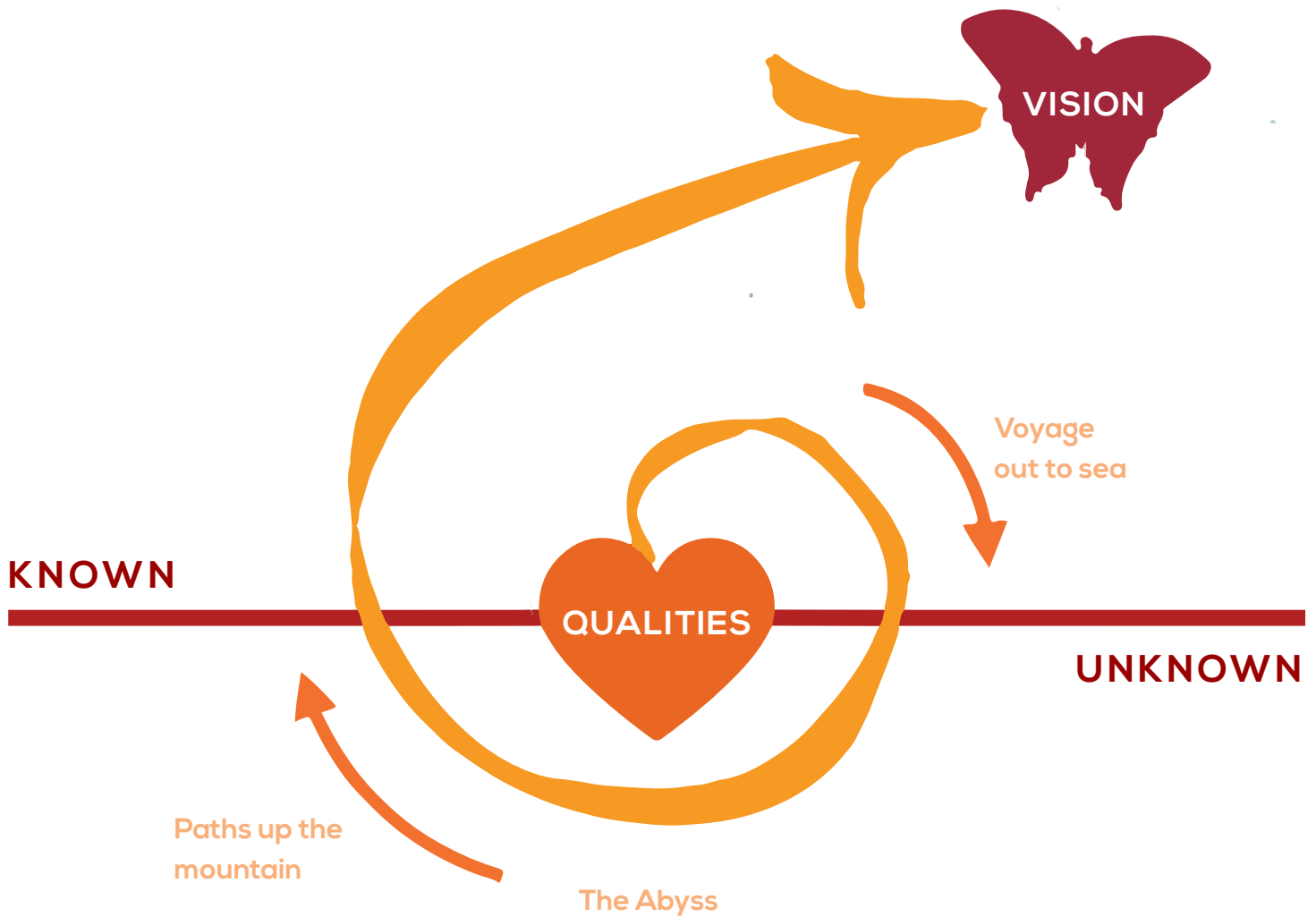
MOVEMENT BUILDING PRACTICE:

*Story for
Transformative
Strategy*



Developed in conjunction with the Transformative Movement Building Webinar Series.
For further exploration, including more movement building practice guides and the archived
webinars, visit <http://movementstrategy.org/publications-tools/>

Transformation Strategy



Strategy for Transformation is different than typical change strategy:

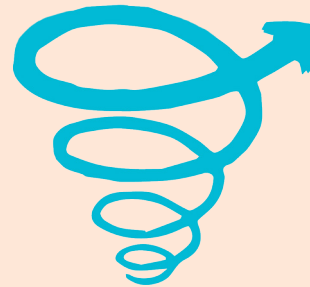


Incremental Change

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

Incremental Strategy

- 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



Exponential Transformation

- Occurs from the inside out
- Happens in leaps and bounds
- Happens when people are ready
- Requires transformative strategy

Transformative Strategy

- Clarify: Purpose (what motivates us towards a vision and what unique contribution we may have to make in realizing the vision)
- Dream: into Audacious Vision
- Connect: with others who have the same appetite for transformation
- Embody: Identify the qualities needed to live into that vision, and engage in practices that cultivate those qualities, now
- Emanate: Move forward with a critical mass of people who are ready for transformative change
- Experiment: Take big leaps together



Explore Strategic Pathways using Story

Purpose of the Practice

Transformative strategy is about dreaming into new stories of the future. It is about seeing ourselves as protagonists in an adventure to discover who we really are. Stories teach us about character. They engage our imaginations. Through story, we can explore the nooks and crannies of our intuitive knowing, and unlock creative approaches that will advance our greater purpose. Below are a number of story elements that can serve as vehicles for exploring non-linear strategy.

How to Practice

In this practice, use the prompts below to free-write and see what emerges about the story of your own developing transformational journey. The focus can be a personal challenge or a challenge confronting your group or organization. This can be done in a group or in pairs, with individuals pausing to share and discuss what they wrote, either a few times while writing or when they finish. Let yourself write and speak freely to each prompt.

Before beginning, you may want to take several deep breaths and let your linear-logical mind relax. Send breath-energy to your core, below the belly button, and let your eyes soften or close. Bring your attention to the heart region and observe whatever emotions or sensations are there. When you are ready, let your responses to the prompts flow from your heart region.

After free-writing to several of the prompts, pause to share and discuss what is emerging on the page. Notice the common themes as well as the places where you diverge (or have very different ideas). Discuss both, and see what you discover together about where you are now and where your group or partner may be going together.

Once you have finished your exploration of the prompts, reflect on what has emerged for you -- what does your story tell you about your purpose, or driving motivation? What does it tell you about strategy and choice-points? What does it tell you about the transformation that is possible in your call to adventure?

Variations

- Use the prompts to write about a transformation you experienced in the past. Reflect on what insights that experience holds for you now.
- Create a visual map of a transformational journey (either from your past experience, or that may be unfolding for you now).
- Choose a story element that seems to hold insights for where you are now in your transformational journey and write, speak, or dance to its prompts.

Story Elements

Voyage Out to Sea

Setting off into the unknown, guided by the North Star, supported by a band of heroes. The unknown can be any set of difficult questions, new experiences or aspects of who you are that you haven't yet fully explored, and that are essential in the journey towards your vision.

Story prompts: What is the "unknown" that is important for you to explore at this time? What practices support you to navigate the waters? What are the harder questions that need to be asked?

The Call to Adventure

A situation that inspires (or forces) you to venture into the unknown; the call can come from within oneself or from external circumstances.

Story prompts:

What is calling you forward into the unknown?



Story Elements

The Guide

A seasoned traveler who has wisdom to share that will help you on your journey; the guide can be a being (living or not) or can be a source of wisdom from within.

Story prompts: Who or what will you look to to guide you? What skills, relationships, or knowledge will help you navigate the challenges of the journey?

The Band of Heroes

The qualities that you need to embody or connect with to navigate the sea of the unknown; the heart qualities that reflect your vision; the beings in your life (living or not) that are committed to those qualities.

Story prompts: Who is essential to your journey? Who do you want traveling by your side? Why? What qualities are at the heart of your vision, and who will help you practice those qualities on your journey?

The Mountain Peaks Along the Horizon

Whether we are in touch with it or not, everyone holds somewhere in their conscious the vision of a better world, of a more complete reality. We often project this vision out into the distance but it also lives in our hearts.

Story prompts: What is your deepest desire for the world, your greatest wish?

How will the world be better if your work is successful beyond your wildest dreams?

The Villain

People, situations, and/or habits that seem to stand between you and your vision; internal or external obstacles. In facing adversarial forces we get to know ourselves better and strengthen our commitment to our purpose.

Story prompts: Who are the adversarial forces you will encounter in your journey? Are they external or internal villains? How much power do they really have over you? How will they respond to the power of love?

Story Elements

The Abyss

The place of fears and challenges you tend to avoid; confronting these challenges requires you to let go of familiar habits and thus uncover new qualities you need in order to advance. The forces in the abyss must be reckoned with in order to discover new ways of being and traveling. The battle in the abyss is ultimately with yourself.

Story prompts: What is most difficult for you to confront? What would it feel like to accept what you find in the abyss and allow your North Star to guide you forward? towards your vision.

Tricksters

Mischief makers who illuminate the absurdity of the status quo. At times they lead us astray by exploiting our habits and assumptions (thus bringing them to consciousness), and, at times, help us see opportunities that our assumptions were hiding from our view.

Story prompts: Who or what will disrupt your journey? What are they bringing to consciousness?

Big Leaps

Transformational moves towards the peak or the horizon; a specific action that reflects Transformative Movement Building, profoundly shifts specific, concrete things in the world, and begins transformation now. To make Big Leaps we draw on faith in our vision, guided by our purpose, and with willingness to leap into the unknown. Big Leaps link the deeper internal transformation needed to break through the root causes of the challenges we face, and Transition to a new way.

Story prompts: What great thing would you attempt if you knew you couldn't fail, to move towards your vision? What unexpected leap can you attempt from where you are situated, now?

Meeting the Twin

Meeting the "other" in oneself; transcending false binaries to find wholeness. The power of the twins can help us to demystify the power of the villain.

Story prompts: What binary are you or your community wrestling with? How can you meet the "other" in yourself?

Story Elements

Paths up the Mountain

Different ways to reach the same goal; synergistic strategies to reach a peak from multiple directions. There are strengths in approaching the same peak with differentiated strategies, and each approach requires different types of teams: one path may forge a river, while another scales a cliff, and some of us may find a way to fly!

Story prompts: Why is your vision important to you? Based on your motivation, what will it be important for you to include in your journey towards your vision? What are the unique strengths that you have to contribute on that journey? How can you leverage those strengths to realize your vision?

Return to the Source

The completion of a transformation cycle; Returning to “home”—the familiar—in order to recognize that transformation has occurred, which clarifies what we carry within us that has the power to transform the world.

Story prompts: What is calling you home? What would be different if you fully answered that call?

