



The CaseMade

Reimagine How Justice Wins



Discerning the CaseMaking You Need to Build Will for a Thriving Future

Strategic CaseMaking is a set of principles that leaders should use to make the strongest case for a thriving future. To determine which principle(s) to use in any particular conversation, you must first listen closely to what is – and isn't – being said.

Think about a situation in which you are trying to persuade people to get behind a big change.



- Who have you talked to already?
- What can you discern from their response?
- What CaseMaking principle(s) might you need to lean into?

If you don't hear ...	Then ...
• An appreciation of a bigger "We" • A shared stake in the future • A collective identity	Principle #1: Help people make the connection between your work and their own aspirations for themselves, their families, and their communities.
• A focus on the future • Urgency to act • Power to make change	Principle #2: Help people understand why they must activate right now to get to the future they want.
• Activated bystanders • Fear of loss from inaction	Principle #3: Help people understand what they will lose in their own lives if they don't join your work now.
• Helpful narratives replacing harmful ones • Energy and momentum	Principle #4: Carefully prepare for the dominant narratives and negative disrupters that you know will come up in conversation about your work.
• Proven solutions being elevated • Proof points being widely circulated	Principle #5: Lead with solutions rather than giving time and energy to naming well-known problems. Use all the creativity of your data and storytelling to show the benefits of your solution.
• An understanding of and focus on systems	Principle #6: Highlight how racial and economic inequities have been built into our man-made systems and how we can redesign them.
• Storytelling that highlights our interdependence	Principle #7: Make sure the people you need are heroes in the stories you tell about the challenges you are solving.
• Confidence in collective problemsolving	Principle #8: Talk people back into their power and their ownership over solutions by lifting up community successes.
• Trust in your leadership	Principle #9: Be clear about your coalition's value proposition and the track record of success that you have individually and/or collectively.
• An understanding of how to get to success • Clarity around each actor's role	Principle #10: Share your roadmap for change, how you'll measure success along the way, and what people can do to help.

NOTES

Revised and Expanded Edition of
Strategic Casemaking: Field Guide for Building
Public and Political Will

**Case
Made!**

**10 Powerful Leadership
Principles that Win
Hearts, Change Minds,
and Grow Impact**



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