

Building The Will

Pro Tips for Strategic CaseMakers™



How to Make CaseMaking a Daily Habit and Boost Your Success

Q:

Our team loves everything you teach about changing how we talk about the need for housing in our community. But when it comes time to show up at a public hearing or respond to negative press coverage, we get nervous. CaseMaking just doesn't come naturally to us! What can we do?

A:

We're so glad you see CaseMaking's value! And we get it. We've all been so trained to start with the negative that the skills of Strategic CaseMaking™, though we know they're rooted in science, can feel like a new pair of shoes at first.

We think two easy steps can make CaseMaking a daily habit that feels as natural as saying "Good morning!" First, sit down and create a powerful "hook" that connects to the aspirations of whomever you're talking (or writing) to. Then, practice, practice, practice.

Visit our [website](#) to join the wider community of Strategic CaseMakers and help lead the charge for justice.



BUILD YOUR PERSUASIVE 3-PART HOOK

Why it works: Emerging brain science and the study of effective leadership tell us folks are more likely to consider supporting your cause when they feel a **personal connection** to your issue, an **urgency** to solve it now, AND a sense of **what they will lose** if they don't act.

Let's Do This!

	Part 1: Connect to aspirations	Part 2: Build urgency	Part 3: Reframe loss
Ask yourself	Who am I speaking to? What are their hopes for the future?	What's happening soon or on the horizon that would make this person or group want to act right now?	What will the person or group I'm addressing lose that's important to them if they choose not to act?
Examples	Business leaders might hope for a vibrant, well-trained workforce. Parents might want great schools for their kids. Health care professionals might want to be a part of building communities that help people be well.	There's widespread political or public support for change, a legislative deadline, money that must be spent, or a looming crisis on the horizon.	They might risk losing part of a cherished culture, jeopardizing their kids' future, or missing the opportunity to fix a problem that's been an emotional or financial burden on the whole community.
What it sounds like	Our Town has always been a place where young families can build a future — settling down and raising children surrounded by caring adults and world-class schools.	As housing prices continue to rise, that future is moving out of reach for a growing number of families. To ensure the future we want, we need tools in place now to make thoughtful decisions about how our community grows.	If we don't plan for our housing needs now, we'll continue to lose the best teachers, firefighters, nurses and small business owners to other communities that were wise enough to make thoughtful investments in their future.

PUTTING IT ALL TOGETHER

CREATE A DAILY HABIT

Like any set of skills, from cooking to playing a sport to speaking in public, the more you practice CaseMaking, the easier it becomes. And the more prepared you are each time you put CaseMaking into practice, the smoother things will go.

- ✓ If you're speaking in public, envision your audience and plan your hook. Write it down. Then practice giving remarks without looking at your notes.
- ✓ Start by inserting CaseMaking into short, everyday communications such as emails and social media posts. The more you use your CaseMaking muscle, the easier it will become.
- ✓ Give yourself grace and the space to try new things. Don't expect your CaseMaking to be perfect every time.
- ✓ Start a peer group where you can get feedback on your CaseMaking, bounce ideas off of folks, and debrief.



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