



## The CaseMade

Reimagine How Justice Wins

## How You Listen and Talk to Your Community Matters

You are doing powerful work every day to build the broad coalitions that you need to move your community toward equity, justice – and hope. But if you aren't listening to how your community thinks and talks about these issues, you're hindering your own progress.

Strategic CaseMaking can help you!

### Our Journey Together

Over a 6-8 month period, we'll conduct research into how your community members think about your issue. Then we'll build a strategy, using the 10 Strategic CaseMaking principles this is designed to help you build broad support for your systems-change solution.

#### Step One: Creating a Shared Understanding of the Journey

- Project kick-off meeting
- Assessment of your existing persuasion materials
- Introduction to CaseMaking training (90 minutes)

#### Step Two: Listening Deeply to Your Community

- Two listening sessions with your stakeholders
- Six professionally recruited community voice sessions with a representative sample of your community

#### Step Three: Training Your Team

- Written playbook of findings and recommendations
- Presentation of findings (90 minutes)
- Implementation training(s) with your team

### What You Can Expect

You'll have a playbook with tailored recommendations and sample language specific to your community that you can adapt to a range of leadership opportunities and communication needs.

### Our Approach

**Strategic CaseMaking™** is a set of skills and strategies that leaders can **use** to persuade the public to throw their support behind deeply transformational systems change. It helps you change the narrative and build momentum for specific solutions by navigating around old ways of thinking.

### A Community Input Process Might Be Right for You if:

- You have a clear goal that is grounded in equity
- You want your will-building strategy to be built on real-time research about how your community thinks about your goal



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