



Changing the Narrative, One Leader at a Time

You're working hard to rethink and redesign the antiquated systems that are standing in the way of the healthy, prosperous future we all want. Unfortunately, the way we build public support for those changes often backfires, leaving us even farther away from our goal. In order to get to justice, we have to learn to persuade differently.

Strategic CaseMaking can help!

Our Journey Together

Through one or a series of skills-based training sessions, we'll teach the leaders in your organization or coalition how to change the narrative through the principles of Strategic CaseMaking.

Available sessions include:

- Introduction to CaseMaking: Making the Case for Justice
- Mapping Your Partnership Ecosystem
- Solidifying Your Theory of Change
- Building Energy and Urgency for Your Work
- Using the Power of the Pivot to Neutralize Negativity
- Anchoring Your Conversation in Solutions to Build Optimism and Hope
- Building Narrative Power by Telling the 'Story of Us'
- Telegraphing Your Success through Transparency and Accountability
- Diffusing Your CaseMaking Throughout Your Organization

Our Approach

Strategic CaseMaking™ is a set of skills and strategies that leaders can use to persuade stakeholders and the public to throw their support behind deeply transformational systems change. It helps build momentum for specific solutions by identifying and navigating around unhelpful narratives that block progress.

What You Can Expect

Our highly interactive sessions are designed to challenge assumptions, explore new perspectives, and build new, immediately applicable skills.

