

Building The Will

Pro Tips for Strategic CaseMakers™



What's on the Horizon?

Uniting Our Stakeholders By Identifying the Larger Adaptive Challenge That Confronts Us All

Q:

We've been working hard to build affordable housing in our community, but we keep seeing the same faces in our meetings and our movement never really grows. How do we build that bigger tent that we know we need to achieve our ambitious goals?

A:

If you ask five different people in your community what their biggest concern is, you may very well get five different answers. And none of them might be housing. Our job as justice seekers is to help people see the bigger-picture adaptive challenges on the horizon so they can get above their individual concerns and see their stake in changing the systems that should support us all. That's how we get to the future we all want!

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

ADAPTIVE CHALLENGE? WHAT'S THAT?

WHAT IT IS: Adaptive challenges are the big societal challenges looming on the horizon that lots of folks are concerned about.

- For example, helping our communities adapt to a world where COVID-19 limits our ability to organize or work; where our economy is changing to a “gig” economy; where a growing number of Americans are retiring from the workforce.
- These larger concerns affect us all, need to be solved by ALL of us, and require systems solutions.

WHAT IT ISN'T: Too often, our conversations get stuck in the weedy details of technical challenges.

- For example, how we build more houses or structure new career pathways.
- Technical solutions are important; nobody wants to continue to see people living on the streets or struggling to make a living when we have one of the most prosperous economies in the world.
- But most people don't have enough understanding or expertise to sort through technical solutions. If that's what we're asking them to do, they'll feel overwhelmed, and we'll likely lose them along the way.

WHY IT MATTERS: If we want to build public will for justice, we have to lean into adaptive challenges and systems solutions.

- Talking about how we're going to change the systems that lead to injustice is a tougher road than focusing on narrow programmatic or policy solutions.
- But systems solutions are more likely to motivate people for the longer term than our short-term technical fixes ever could.

PUTTING IT ALL TOGETHER

Here are some examples of how to help people see their stake in your issue by focusing on the adaptive challenge, rather than a technical one.

Your Issue	The Technical Problem You're Trying to Solve	The Adaptive Challenge Your Community Is Trying to Solve	What It Sounds Like
School Redistricting	How do we rebalance our student population to boost equity?	How do we prepare all our kids for the economy that's coming?	"To make sure our nation survives and thrives in the economy that's coming, we need all our children prepared and ready to contribute their amazing strengths — no exceptions. That's why our focus is equity in our schools."
Environmental Justice	How do we reduce heat islands in communities of color?	How do we redesign our communities to be safe and thrive in the climate of the future?	"To make sure our region stays safe and thrives in a warming world, we need to invest in cooling and greening all our neighborhoods. Our future depends on it."
Housing	How do we get people off the street and into a home?	How do we lay a strong foundation for everyone in our community so that we are resilient and ready for the challenges and opportunities ahead?	"To make sure our state is ready for the challenges on the horizon, we've got to invest in our own resilience. That means laying a strong foundation of housing for everyone."
Health	How do we get better fresh food options into food deserts?	How do we keep all our people healthy and strong and ready to face future public health challenges like COVID-19?	"COVID-19 has showed us how important it is to make sure our community is healthy and strong. Making sure good nutrition is available across all our neighborhoods is key to being prepared for the future."
Gun Violence Prevention	How do we get guns out of the hands of people who shouldn't have them?	How do we make sure our communities nurture and protect us so that all of us can contribute wholeheartedly to our shared future?	"For all of us to contribute wholeheartedly to our shared future, we need to make sure all our neighborhoods nurture and protect us. Ending gun violence is a critical step toward the future we want."



-  Facebook.com/TheCaseMade/
-  Twitter.com/TheCaseMade
-  Linkedin.com/company/TheCaseMade/



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