



The CaseMade

Reimagine How Justice Wins

How You Change the Narrative 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 old mindsets continue to slow you down when there's not a moment to lose. Strategic CaseMaking can help!

Our Journey Together

Over a 4-6 month period, we'll help you operationalize narrative change by co-creating a case statement for your justice goal. We'll also train your team on the 10 Strategic CaseMaking leadership principles that serve as its foundation.

Step One: Creating a Shared Understanding of the Journey

- Project kick-off meeting
- Assessment of your existing strategic plan and communications
- Introduction to CaseMaking training (60 minutes)
- Two strategic planning sessions on your theory of change and plans for accomplishing your goals (90 minutes each)

Step Two: Co-Creating Your Case Statement

- Four training/co-creation sessions with your team (90 minutes each)
- Iterative review of the draft between sessions
- Two rounds of final edits with leadership

Step Three: Training Your Team

- Two coaching sessions on implementation (90 minutes each)
- Project close-out meeting

What You Can Expect

Your team will have a set of slides, sample language, and the skillset you need to begin to build support for your systems change goal. Your case statement can be adapted to a variety of communication needs, including talking points, written materials and creative assets.

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 you change the narrative and build momentum for specific solutions by identifying and navigating around old ways of thinking that slow our progress.

A Strategic Case Statement Might Be Right for You if:

- You have a clear strategic goal that is grounded in equity
- Your team can devote at least 12-15 hours to intensive training and co-creation over 4-6 months



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