



## The CaseMade

Reimagine How Justice Wins

## How You Build Support 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. Strategic CaseMaking can help you.

### Our Journey Together

Through a series of skills-based coaching sessions, we'll apply the 10 Strategic CaseMaking principles to your day-to-day work. We'll start with a project kick-off meeting to understand your goals and a review of your existing materials to focus our coaching on your needs.

### Sessions Include:

- Introduction to CaseMaking: Making the Case for Justice
- 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

### What You Can Expect

Our highly interactive sessions are designed to help your team leave behind 'business as usual' and explore new ways of making the case for your work. They are most effective when participants have space to put aside daily tasks and opportunities to practice the new skills.

**Your Investment: \$5,000 per coaching session**

### 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 build momentum for specific solutions by identifying and navigating around old ways of thinking that are roadblocks to action.

### A Coaching Package Might Be Right for You if:

- You are organizing a group of fellows, emerging leaders, or other leadership training cohorts
- You are looking for professional development around systems-change efforts
- You are still developing your theory of change around concrete strategies and outcomes



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