

ACTION PLANNER

TIME?

30 mins + 45 mins

YOU WILL NEED:

Clarity on what you
seek to change
A pen

→ WHAT'S IT FOR?

Once you know what you're trying to change, you need to work out what it will take to do that. This means combining strategy (the objective) with creativity (the invitation) to build a distinctive and compelling action.

→ HOW DO I USE IT?

1. The most successful actions come from knowing what needs to be done. Take time to integrate the objective. Use the prompts in the first box to help get clarity on your task.

2. The best actions often feel easy to do because of their familiarity. Explore the list of action analogies to see whether they can be re-interpreted to meet your objective.

USE THE GRID BELOW TO EXPLORE WHAT REALLY NEEDS TO HAPPEN TO CREATE THE CHANGE YOU SEEK.

THIS ISSUE REQUIRES CHANGES TO THE GOVERNMENT POLICY

Not true  Very true


THIS ISSUE REQUIRES FUNDS FOR CHARITIES AND NGO PARTNERS

Not true  Very true

THIS ISSUE NEEDS PEOPLE TO RAISE PRESSURE AGAINST A COMMON ENEMY

Not true  Very true

THIS ISSUE NEEDS PEOPLE TO SIMPLY START CARING ABOUT IT

Not true  Very true

THIS ISSUES NEEDS PEOPLE TO START TALKING ABOUT IT

Not true  Very true

THIS ISSUE REQUIRES A MIND SHIFT

Not true  Very true

THIS ISSUE NEEDS PEOPLE TO MAKE IT PART OF THEIR ROUTINE

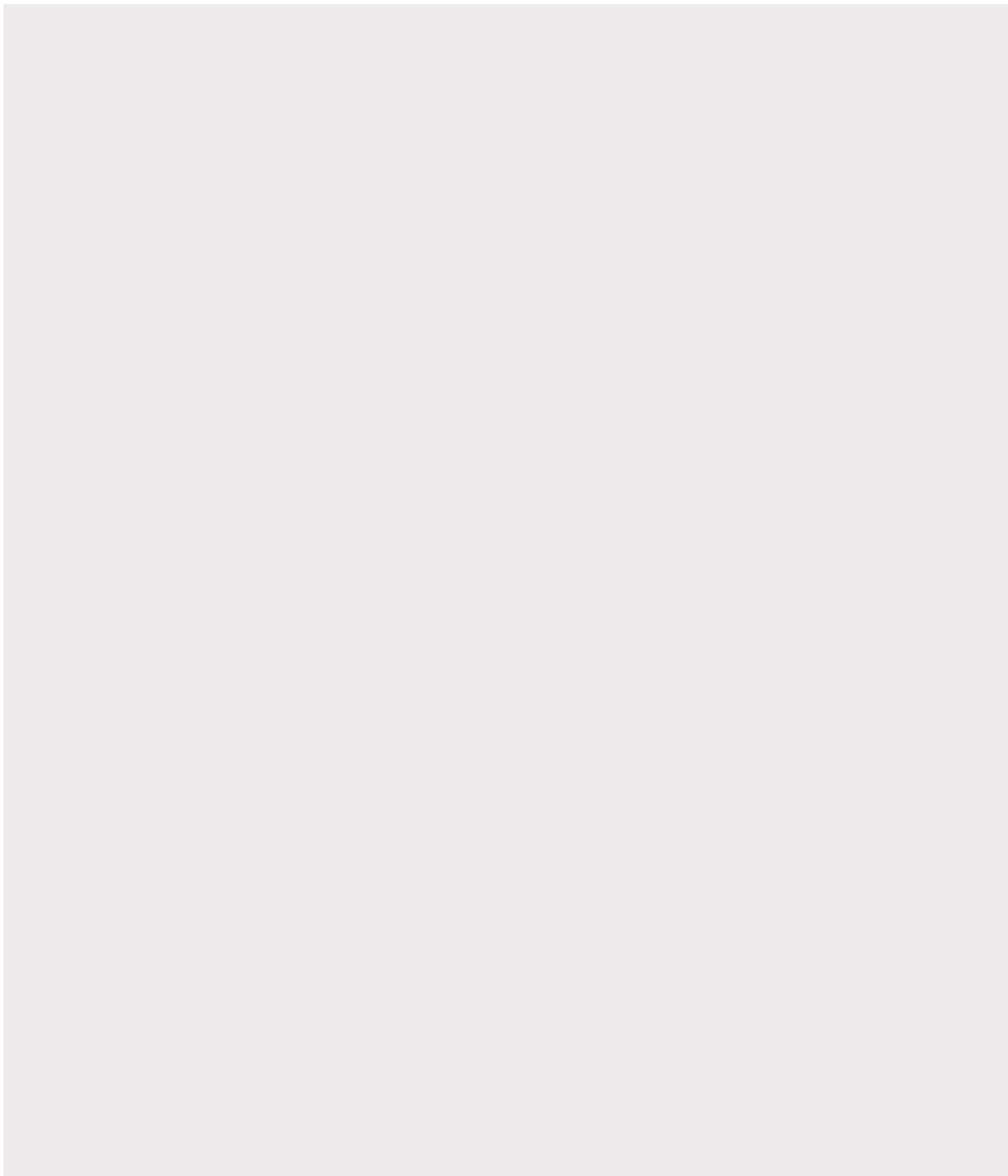
Not true  Very true

THIS ISSUE NEEDS PEOPLE TO CHANGE THEIR BEHAVIOURS

Not true  Very true

HAVE A LOOK AT YOUR RESPONSES AND TRY TO DISTIL WHAT ACTION IS BEST PLACED TO TACKLE YOUR ISSUE.

For example... To reduce deaths from drink driving we need to create a new ritual whereby one person on a night out volunteers not to drink.



MAKING FORCED CONNECTIONS CAN
OPEN UP CREATIVE NEW WAYS TO YOUR AC-
TION. SO PICK OUT FROM THE BORROWED
WORLDS BELOW AND SEE WHERE THESE
ANALOGIES MIGHT TAKE YOU.

For example... To create a new ritual whereby one person on a night out volunteers not to drink we will embed the 'designated driver' meme into popular parlance through its use in TV sitcoms.

A WEEKLY RITUAL

A MEME

A BOYCOTT

A CONSUMER TRUSTMARK

A CARNIVAL

A MARCH

AN AWARD

A FRANCHISE

A TAX

A MONTH

A DAY

AN HOUR

**A GESTURE YOU MAKE
WITH YOUR HANDS**

A JOKE

A BUY-ONE-GIVE-ONE

A FANCY DRESS EVENT

A CLUB

A MEAL

AN EMERGENCY SERVICE

A TOOLKIT

A BADGE

A ONE-OFF GIVEAWAY

A COMPETITION

A PASS-IT-ON