

# ACTION PLANNER

# INSTRUCTIONS

**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.

**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 action. 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

An emergency service

A meme

A toolkit

A boycott

A badge

A consumer trustmark

A one-off giveaway

A carnival

A competition

A march

A pass-it-on

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