

# Action Planner

# Instructions

## TIME

30 mins  
+ 45 mins

## YOU WILL NEED

Clarity on what you  
seek to change.  
A pen.

## WHAT IS 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



This issue requires funds for charities and NGO partners



This issue needs people to raise pressure against a common enemy



This issue needs people to simply start caring about it



This issue needs people to start talking about it



This issue requires a mind shift



This issue needs people to make it part of their routine



This issue needs people to change their behaviours



**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

A meme

A boycott

A consumer trustmark

A carnival

A march

An award

A franchise

A tax

A month

A day

An hour

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 gesture you make with  
your hands