

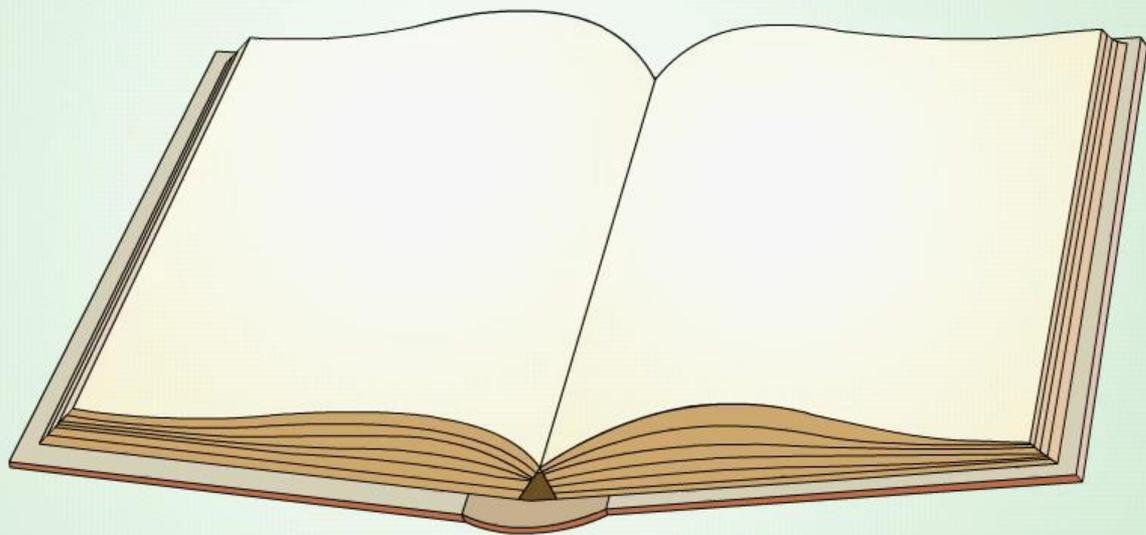


Move the Crowd



Creating Symphonic Performances™





Mobilization and Collective Action





Classical Movements

The characteristics of classical movements:

- ❧ The marginalized
- ❧ Representatives
- ❧ Private to public
- ❧ Power of the few
- ❧ Prominent leaders



Contemporary Movements

The characteristics of movements today:

- ❧ Mainstream
- ❧ Personal advocacy
- ❧ Public to private
- ❧ The masses
- ❧ Organic





Collective Action

What social movements can teach us about:

- Change
- Collective action
- Mobilization

Collective action can be hard because the mobilization process is:

- Social
- Psychological
- Political

**Collective action involves moving a group of individuals in a unified direction.
The more diverse the group, the harder the task.**



Aware, Care & Intent



Understanding the audience and the theater

Aware/Care Matrix

The probability for mobilization can be viewed along a continuum from ignorance, apathy, and complacency to awareness, outrage, and resolve.

Change agents are responsible for:

- ☞ Generating awareness
- ☞ Activating care and concern
- ☞ Cultivating the intent to act



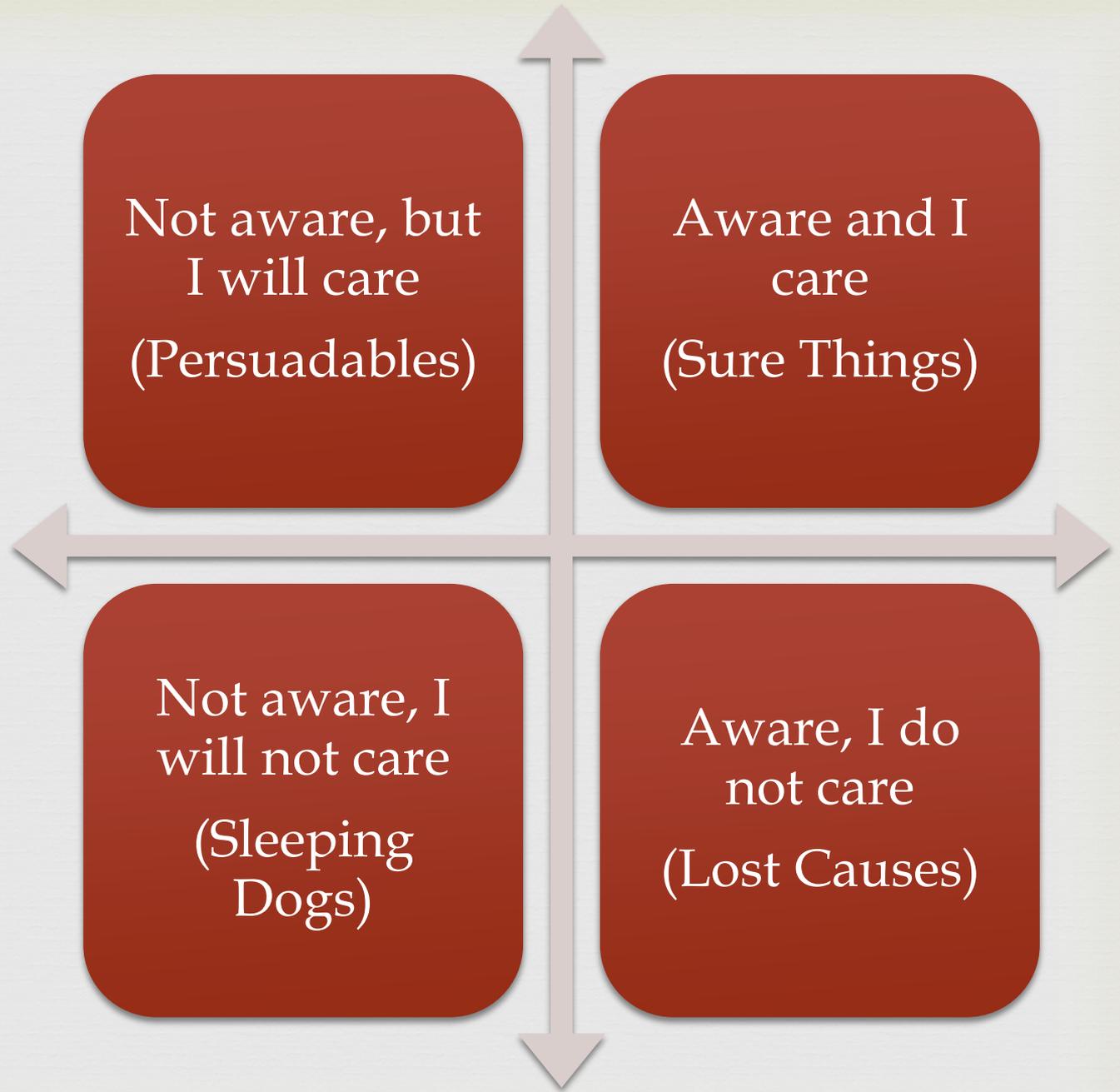
Aware/Care Matrix

Segments:

- ❧ Lost Causes
- ❧ Sure Things
- ❧ Sleeping Dogs
- ❧ Persuadables

Can you persuade the persuadables?

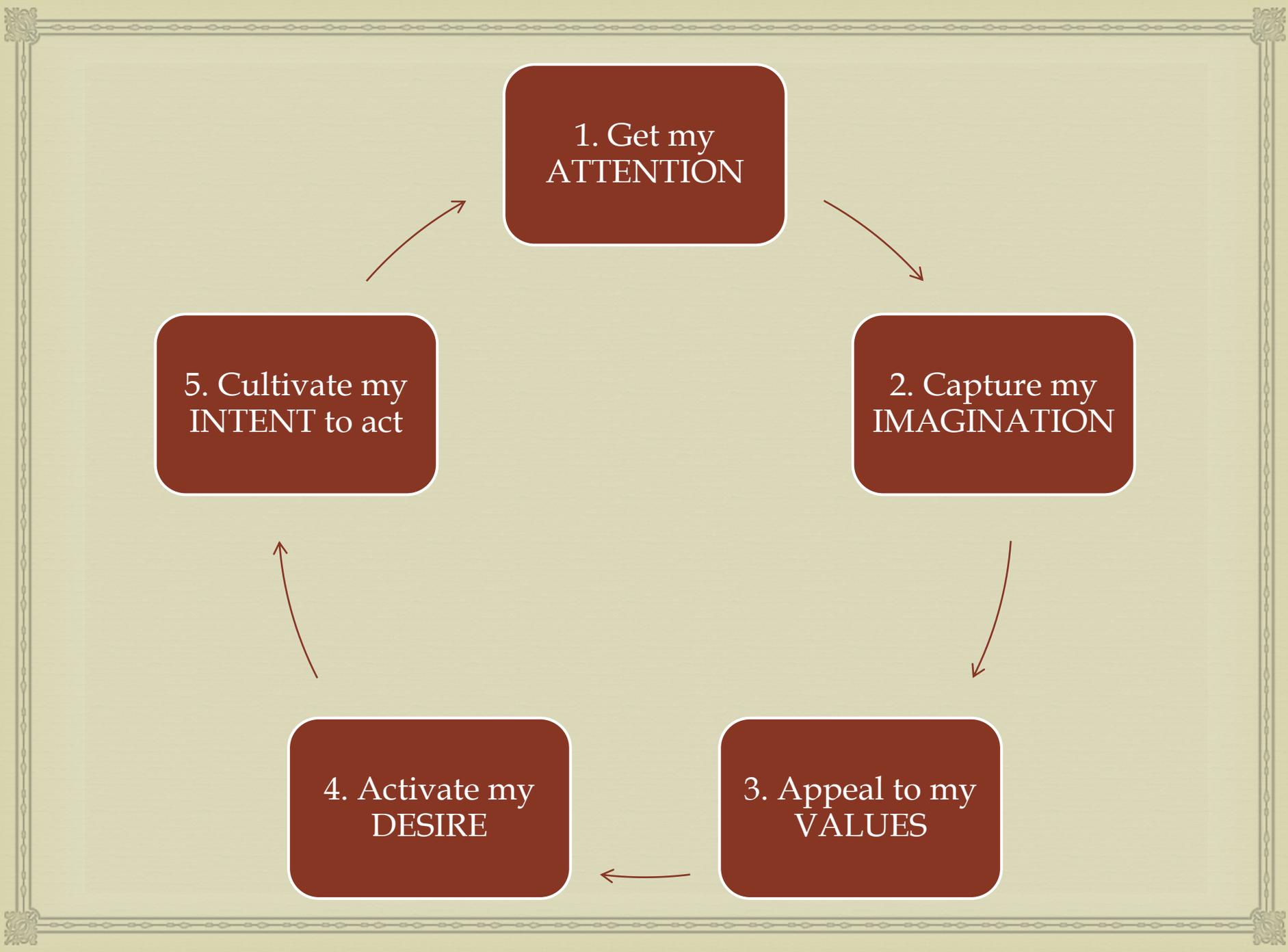
Can you do anything to win over the sleeping dogs or the lost causes?



The Mobilization Process



5 steps toward collective action



Who are your persuadables?

How well do you know them?

What can you do to attract their attention, capture their imagination, appeal to their values, activate their desire, and cultivate their intent to act—collectively?

Are your persuadables enough to produce change?