

Strategy

How will the tactic move you toward achieving your goal?

Message

What will the tactic communicate?
What will it mean to others?
How will it carry a persuasive story?

Resources

Is the action worth our limited time, energy and money?
Can we get more out of it than we put in?
Do we have the capacity to pull it off effectively?

Tone

Will the action be solemn, jubilant, angry or calm?
Will the energy attract or repel the people we want to engage?

Targets

What message will the tactic send to the people who have the power to meet your demands?
Will it pressure them to capitulate, or enable them to dismiss you or retaliate?

Allies

How will the tactic affect our allies or potential allies?
How will they receive it?
Will it strengthen the relationship or jeopardize it?

Timing

Can you leverage unfolding events and new developments as opportunities?
Does the political moment hold potential for you, or vulnerability for your opponents?

