



Conservation  
Council SA

# HOW TO BE A CHANGE- MAKER

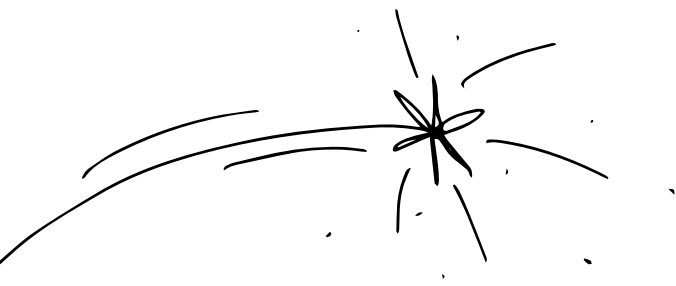


'OPTIMISM IS A STRATEGY FOR MAKING A BETTER FUTURE. BECAUSE UNLESS YOU BELIEVE THAT THE FUTURE CAN BE BETTER, IT'S UNLIKELY YOU WILL STEP UP AND TAKE RESPONSIBILITY FOR MAKING IT SO. IF YOU ASSUME THAT THERE'S NO HOPE, YOU GUARANTEE THAT THERE WILL BE NO HOPE. IF YOU ASSUME THAT THERE IS AN INSTINCT FOR FREEDOM, THERE ARE OPPORTUNITIES TO CHANGE THINGS, THERE'S A CHANCE YOU MAY CONTRIBUTE TO MAKING A BETTER WORLD. THE CHOICE IS YOURS.' – NOAM CHOMSKY

## WHAT IS SOCIAL CHANGE?

Social change happens through people stepping forward to make a positive difference in their communities or in wider society for the greater good. Social movements are organised efforts of groups of people to bring about deliberate change in the values, norms, institutions, culture relationships and traditions of the society. They also generate new identities and a new perspective.

Change has many forms and happens in many ways; through strong and decisive leadership, or through shared interests and collective action at a grassroots level. Change can be led from outside the community (from government or private companies, for example) or it can come from active people within the community.



THERE ARE FOUR AREAS  
WHERE CHANGE CAN HAPPEN  
IN A SOCIETY AT PERSONAL,  
HOUSEHOLD, COMMUNITY,  
NATIONAL OR GLOBAL LEVEL:

1. **PERSONAL:** CHANGES TO THE ATTITUDES, BEHAVIOURS, ACTIONS AND VALUES OF AN INDIVIDUAL.
2. **CULTURAL:** CHANGES TO SOCIAL NORMS, THE UNWRITTEN RULES OF A COMMUNITY, 'THE WAY IN WHICH THINGS ARE DONE AROUND HERE'.
3. **RELATIONAL:** CHANGES TO THE CONNECTIONS, TIES AND TRUST BETWEEN PEOPLE AND ORGANISATIONS. THIS INCLUDES ACCESS TO RESOURCES.
4. **STRUCTURAL:** CHANGES TO THE SYSTEMS, STRUCTURES AND FORMAL RULES IN FAMILIES, ORGANISATIONS, GOVERNMENT (POLICIES, LAWS, RULES, REGULATIONS) OR THE WHOLE OF SOCIETY.

IF SIGNIFICANT CHANGE IS TO COME ABOUT QUICKLY AND BE SUSTAINED,  
ACTION MUST BE TAKEN ACROSS EACH AREA AT THE SAME TIME.  
THIS HAPPENS THROUGH COLLECTIVE ACTION.

# HOW DOES

## LARGE-SCALE SOCIAL CHANGE HAPPEN?

Begin with living your values to show yourselves and others that you care. Notice your own power and actively share it around, especially with those whose behaviour you hope to change. But you must not stop there.

Social movements create change because they change the rules of the game.

# THREE elements

## OF LARGE-SCALE SOCIAL CHANGE

### VISION

#### THERE IS A STRONG VISION FOR THE FUTURE

- \* Create and share a compelling vision of positive change.
- \* Imagine a new way of being, go straight to the heart of the problem, identify the big idea.
- \* It provides a focus for everyone involved.

### PEOPLE POWER

#### LARGE GROUPS OF PEOPLE WORK TOGETHER UNTIL THE PROBLEM IS SOLVED

- \* Build a movement.
- \* Find the people that support and uphold the idea and work with them.
- \* The collective voice of many people working together on a problem is usually much more powerful than a single voice.
- \* What we can't do alone, we can accomplish together.

### ACTION

#### PEOPLE TAKE ACTION AND DON'T STOP UNTIL THE CHANGE IS ACHIEVED

- \* Undertake deliberate, calculated and sustained action until the change is achieved.
- \* Action is taken across multiple fronts using different tactics.

**THE AUSTRALIAN CONSERVATION FOUNDATION'S CHANGE STRATEGY  
ADDRESSES EACH OF THESE STRUCTURAL CHANGE ELEMENTS:**

## **CHANGE THE STORY**

Stories matter. They shape what people see as possible. That's why we're disrupting the old story that destruction is inevitable. We are seeding new stories of hope, courage and connection to inspire people to act.

## **BUILD PEOPLE POWER**

We are building a wave of people who care and act into powerful, organised communities. Together, we're holding decision makers to account, pushing for real change and creating a better world.

## **FIX THE SYSTEM**

We are building a wave of people who care and act into powerful, organised communities. Together, we're holding decision makers to account, pushing for real change and creating a better world.

**YOU KEEP PLUGGING AWAY –  
THAT'S THE WAY SOCIAL CHANGE  
TAKES PLACE. THAT'S THE  
WAY EVERY SOCIAL CHANGE IN  
HISTORY HAS TAKEN PLACE: BY  
A LOT OF PEOPLE, WHO NOBODY  
EVER HEARD OF, DOING WORK.'**

**–NOAM CHOMSKY**

# VISION

## THERE IS A STRONG VISION FOR THE FUTURE

Social problems are complex as there are multiple factors that have led to their existence. They are often fixed in place by institutional, technological and social factors, and need multi-faceted strategies to address them. Often the players responsible for solving these complex problems don't agree on the solution—or even what problem is.

Analyse the situation to understand the contextual landscape of your problem and identify if change is already happening. This will help you identify what role you, or your group has in fostering change.

### CONSIDER

- \* What is the cause of the problem?
- \* What political context are you working within?
- \* How is technology helping or hindering the change process?
- \* What social forces are at play?
- \* What are the different ways the problem is experienced?
- \* Where does the power lie?
- \* What change are you seeking?
- \* Do people want it?
- \* Are people already working on it?

Changeology's 'The interventionist's first tool' takes you through a useful set of steps to assess what type of change you may be able to affect. [changeologyblog.wordpress.com/2015/09/18/the-interventionists-first-tool](https://changeologyblog.wordpress.com/2015/09/18/the-interventionists-first-tool)

Once you understand the problem, you can begin to envision and articulate the change you wish to see.

Having a strong vision of the future is an important part of identifying the change you plan to focus on.



## ASK YOURSELF:

- \* What are you trying to do?
- \* What are you changing?
- \* What is the big idea at the heart of the problem?
- \* Why do you want the change?
- \* Who is the movement attempting to change?
- \* Who benefits from the problem being maintained?
- \* Who would benefit by the problem being changed?
- \* How much change are you advocating?
- \* What inspiring actions are happening locally or globally?
- \* What does change look like? Imagine what people are doing, thinking, feeling and saying once the change has happened. What tangible changes will you see?

Your vision is central to your project. It provides a focus for everyone involved and helps people to work together for a common cause.

## IT WILL HELP YOU TO:

- \* identify your specific objectives to achieve your change goal.
- \* determine your strategy and the tactics you will employ.
- \* develop your plan of action.
- \* monitor and evaluate your progress towards achieving your change goal and objectives.
- \* keep motivated throughout the highs and lows and to motivate others to join you.

# PEOPLE POWER

## LARGE GROUPS OF PEOPLE WORK TOGETHER UNTIL THE PROBLEM IS SOLVED

We cannot transform large systems on our own, or only with friends and colleagues from one organisation or sector. Large-scale change will only happen when you combine your forces with others and take collective action.

Changemakers must find ways to work with friends and colleagues as well as strangers and opponents. Find your allies—the people that support and uphold your idea—and assume every critic and opponent is a potential ally. Harnessing people power and working collaboratively and collectively enables change to happen across the personal, cultural, relational and structural environments in our society. This ensures that change is significant and sustained.

Identifying where the potential for change lies, and who you can work with to achieve that change is the first step to building a movement. To achieve a long-lasting structural change you need to change the context. Use people power and act to influence and modify the social, technological, legislative and physical contexts in which people make their decisions and act.

You need to raise awareness and change your own behaviours—at home, in your workplace, and with the organisations you are collectively part of and in your community.

Don't forget that organisations and governments are made up by people who have the power to affect change.

### CASE STUDY: REPOWER AUSTRALIA

Repower Australia is a people-powered campaign to upgrade Australia's energy system to 100% renewables. They clearly articulate how people power can be used in homes and communities, businesses and governments to change the social, technological and legislative contexts.

**WE WANT CLEAN  
ENERGY FOR ALL**



## Home + communities

### HOUSEHOLDS, SMALL BUSINESSES, AND COMMUNITIES CAN:

- \* Demand greater action from governments and business.
- \* Install solar panels and solar hot water.
- \* Upgrade their homes to be energy smart.
- \* Purchase 100% Greenpower.
- \* Invest in community energy projects.
- \* Develop plans to take their community 100% renewable.

## Businesses

### BUSINESSES AND LARGE ENERGY USERS CAN:

- \* Make direct investments in renewable energy projects.
- \* Buy power from renewable energy projects.
- \* Upgrade their operations to be energy smart.

## GOVERNMENTS

### OUR GOVERNMENT CAN:

- \* Ensure all energy they use is 100% renewable.
- \* Build and own new energy generation themselves.
- \* Run clean energy auctions to ensure new projects are getting built.
- \* Support large energy users, households and communities to go renewable, through actions outlined in the Repower Australia Plan below.

# ACTION

## PEOPLE TAKE ACTION AND DON'T STOP UNTIL THE CHANGE IS ACHIEVED

Sharing a vision, and talking to people about it is not enough. You must take deliberate, calculated and sustained action until the change is achieved. Action is taken across multiple fronts using different tactics. To stay on task, it is a good idea to create a campaign strategy.

A campaign strategy can be as simple or complex as you choose. This will keep you and your group focused, and ensure your efforts are directed where they can make the biggest impact.

### A STRATEGY COULD INCLUDE:

- \* **YOUR VISION:** paint yourself a picture of the world you want to create through your campaign or action.
- \* **YOUR THEORY OF CHANGE:** how will we get from here to the world we want to see?
- \* **SITUATIONAL ANALYSIS:** the political, cultural and economic context you are working in. What will help or hinder you reaching your change goal?
- \* **THE PROBLEMS AND SOLUTIONS:** what series of changes or outcomes will take you from here to the vision to impact? What changes need to take place? What steps can you realistically bring about?
- \* **YOUR GOALS:** specific, tangible outcomes that your campaign can achieve.
- \* **ORGANISATIONAL CONSIDERATIONS:** identify resources available for the campaign, SWOT analysis of your strategy.
- \* **POWER ANALYSIS OF YOUR ALLIES, CONSTITUENTS AND TARGETS:** identify your campaign's stakeholders and your target – the decision maker who can give you the change you want. Undertake power mapping.
- \* **TACTICS:** activities that you use to achieve your goals and objectives. Use your strategy to roll them out in a logical and strategic way.
- \* **EVALUATION:** what does success look like and how do you know if it has happened?
- \* **Timeline**

# Some GUIDING Questions

1. **WHAT DO WE WANT?**  
(GOALS AND OBJECTIVES)
2. **WHO CAN GIVE IT TO US?**  
(AUDIENCES)
3. **WHAT DO THEY NEED TO HEAR?**  
(MESSAGES)
4. **WHO DO THEY NEED TO HEAR IT FROM?**  
(MESSENGERS)
5. **HOW DO WE GET THEM TO HEAR IT?**  
(DELIVERY)
6. **WHAT HAVE WE GOT?**  
(RESOURCES; STRENGTHS)
7. **WHAT DO WE NEED TO DEVELOP?**  
(CHALLENGES; GAPS)
8. **HOW DO WE BEGIN?**  
(FIRST STEPS)
9. **HOW WILL WE KNOW IT'S WORKING,  
OR NOT WORKING?**  
(EVALUATION)



# CHANGEMAKER TACTICS

People powered change can take many forms, depending on what type of change you are seeking and who has the power to make it happen. The power may sit with people, community, organisations or government.

**‘IF YOU ONLY HAVE A HAMMER, EVERYTHING WILL LOOK LIKE A NAIL.’**

There is not one single solution, or plan of action for change. It is a combination of tactics that will bring about change as it offers multiple ways for people to engage with your vision for change. Decide which tactics will deliver the greatest impact for the energy and resources you invest.

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## **GIDEON ROSENBLATT’S ENGAGEMENT PYRAMID:**

Six levels of Connecting People and Social Change’ can be useful tool in helping you meet people where they are at, and to craft and match action strategies and tactics with the people who are most likely to implement them.



## **LEADING**

Leads others, engaged becomes the engager. Focuses on training others, easily confused as staff. Organising others, recruiting donors, serving on a board.

## **OWNING**

Ongoing collaborative actions. Large investment of time, money and social capital. Volunteers, public speaking, publishes information about campaigns.

## **CONTRIBUTING**

Takes action that represents a significant contribution of time, energy, money or social capital. Joins groups, attends events, makes large donations.

## **ENDORSING**

Willing to take easy action that is low risk or investment. Signs a petition, makes a one-off donation, shares content about your cause.

## **FOLLOWING**

Agrees to receive information about your cause. You are able to contact them with messaging about your cause.

## **OBSERVING**

Is aware of your organisation and interested your cause. Learns from friends, media and social media but does not act.

ONCE YOU HAVE YOUR VISION, THEORY OF CHANGE AND STRATEGY YOU CAN DECIDE WHICH TACTICS WILL REACH YOUR DESIRED CHANGE. THE FOLLOWING IS A COLLECTION OF TYPES OF TACTICS AND EXAMPLES OF WHAT THEY LOOK LIKE IN ACTION.

## TACTIC

## examples

### ORGANISING

A type of leadership that identifies, recruits and develops skills within the community to enable change. Large-scale change happens when you organise across different communities and groups.

- \* Local initiatives when the community comes together to change law or policies (can be local or national law).
- \* Political campaigning.
- \* Recruitment.
- \* Training.
- \* Building/Supporting local groups.
- \* Building allies and coalitions.

### MOBILISING

Catalyses people into action in strategic or key moments. Mass engagement. Action focused.

- \* Online petitions.
- \* Rapid response campaigns.
- \* Days of action

### CROWDSOURCING

Draw on a wide pool of knowledge, creativity and resources. Enables large groups of people to get involved and contribute to solving problems.

- \* Disaster relief.
- \* Innovative solutions e.g. hold a competition or challenge to find solution to a complex problem.
- \* Investigations – help find information.
- \* Crowdfunding – can be used to fix a problem or help finance other tactics.

# TACTIC

# examples

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## non-violent direct action

Disrupt or stop the work of companies, governments or other people causing harm. Engage people and provoke action, so those with power change law and policy.

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- \* Civil disobedience - break laws or social norms believed to be unjust.
  - \* Occupying or blockading an activity to stop it from happening.
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## consumer pressure

Catalyses people into action in strategic or key moments. Mass engagement. Action focused.

- \* Boycott products or services.
  - \* Brand jamming (hijack a company's brand and messaging to expose its actions).
  - \* Direct communication with an organisation via email, fax, letters, online petition platforms to hold them accountable for their actions.
  - \* Boycott campaigns to encourage people to support organisations doing the right thing, e.g. Consumer guides to 'green energy'.
  - \* Use tactics designed to harass or shame campaign targets and those close to them (online or by protesting in person).
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## corporate pressure

Change what economy priorities are, so the right thing to do becomes the easiest thing to do. Influence a company's mission and practices by asking shareholders, employees, investors or partners of company to implement change.

- \* Investment/divestment.
- \* Shareholder action through resolutions and votes at Annual General Meetings.
- \* Employee pressure
- \* Legal action – individuals, communities, businesses affected by a company's actions join together to sue company
- \* Workplace action – employees walk off the job.

# TACTIC

# examples

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## POLITICAL PRESSURE

Influence governments and politicians to shift laws, policies and legislation.

- \* Face-to-face lobbying.
- \* Messages to politicians – through emails, letters, phone calls and social media.
- \* Contact local media – publish letters in newspapers, magazines and blogs. Call local radio stations.
- \* Political protests – rallies, marches and vigils.
- \* Campaign for a candidate – if you think someone has the power to make a change, rally people to support their campaign.
- \* Voting – encourage people to vote for a better option, or work to increase the number of people voting.
- \* Hand out 'how to vote' cards
- \* Run for office
- \* Petition

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## DONATING

Money or goods to be used or sold.

- \* Ticketed fundraising events.
  - \* Peer-to-peer fundraising on behalf of organisation or campaign.
  - \* Direct appeals.
  - \* Auctions.
  - \* Matched fundraising (organisations or large donors match value of donations made by others).
  - \* Face-to-face fundraising.
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# TACTIC

# EXAMPLES

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## BEHAVIOUR CHANGE

Social change through personal change. The goal of many advocacy campaigns. Influence behaviour of family, friends and others in the community.

- \* Everyday actions that embody the change you wish to see.
  - \* Social proof - show proof of what you do. For example, share your story or show that you buy fair trade or organic.
  - \* Word of mouth.
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## RAISING AWARENES

Expose a problem in order to harness people power. People will not invest their time and energy in an issue unless they understand why it is important, how they can help and what the solution is. Combine this tactic with another to give peoples way to act.

- \* Commission research and publish a report about the issue.
  - \* Hold a public meeting.
  - \* Run a community consultation.
  - \* Hashtag advocacy, add #keyword to raise the profile of an issue and create a trend that gets picked up by media and others
  - \* Storytelling – develop a narrative about your issue
  - \* Use social media to share images and text about an issue
  - \* Host a movie night.
  - \* Public art – can capture imagination and media attention.
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## BUILD A NEW STRUCTURE OR PROCESS

- \* Create a farmers cooperative
  - \* Create a new media outlet
  - \* Create and live in an intentional community
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THE CHANGE AGENCY'S CAMPAIGNER'S TOOLKIT PROVIDES DETAILED STEP-BY-STEP INSTRUCTIONS TO ASSIST CHANGEMAKERS DEVELOP STRATEGIC CAMPAIGNS AND TACTICS FOR SOCIAL CHANGE:

[THECHANGEAGENCY.ORG/CAMPAIGNERS-TOOLKIT/](http://THECHANGEAGENCY.ORG/CAMPAIGNERS-TOOLKIT/)

# WHAT IS A CHANGEMAKER?

## ASK YOURSELF:

HOW AM I GOING TO USE THE  
OPPORTUNITIES AVAILABLE TO ME  
TO AFFECT CHANGE?

HOW CAN I BEST CONTRIBUTE?

WHAT DO I HAVE TO OFFER?

WHAT IS MY UNIQUE ROLE?

We all have the potential to make change, and we all have different roles to play. You don't need to be a frontline activist to create change — anyone taking action to solve a problem is a changemaker. Quieter achievers are changemakers, too.

It's the task of the changemaker to identify where it is best to focus their efforts to contribute to the positive changes they want to see happen, think about what skills you have and how you can wield them.

Changemakers are united by three common qualities:

1. **THEY ARE MOTIVATED TO ACT;  
THEY ARE 'DOERS'.**
2. **THEY ARE COMMITTED TO  
SOLVING A PROBLEM FOR THE  
GREATER GOOD.**
3. **THEY ARE CREATIVE  
(INQUISITIVE-OPEN-  
MINDED- RESOURCEFUL).**





'CHANGE WILL NOT COME IF  
WE WAIT FOR SOME OTHER  
PERSON, OR IF WE WAIT  
FOR SOME OTHER TIME. WE  
ARE THE ONES WE'VE BEEN  
WAITING FOR. WE ARE THE  
CHANGE THAT WE SEEK.'

**-BARACK OBAMA**

# HOW ARE YOU GOING TO USE YOUR INTERESTS, SKILLS, FRIENDS AND NETWORKS TO AFFECT CHANGE?

There are many ways you can unlock change in your community. Think about how you can add the most value to the challenge at hand.

## YOU COULD BE A:

### RESISTER/ACTIVIST

The frontline changemakers - the systemic misfits who stand up to injustices. This group includes the whistle blowers, government defectors, and community mobilisers. They practice civil disobedience, and halt destructive processes (through various means including injunctions, court cases, or blockades). They help other changemakers find their power.

### NETWORKER/CONNECTOR

Networkers build relationships between people and groups of people to create change. They bring different groups of people together over common ideas, goals and actions. They like to meet people, make new contacts and connect people to each other.

### NURTURER

Nurturers make change possible. They are the people providing support and are always ready and willing to roll up their sleeves to help. Other Changemakers draw strength from them.

### INVESTIGATOR/EXPLORER

Endlessly curious, investigators are constantly reading, inquiring and learning. They ask the hard questions and research until the picture is clear. They identify the problem and provide a solution.

### COMMUNICATOR

Communicators tell the stories and share information in compelling and accessible ways. People will only invest energy and time in a campaign when they understand why it's important, how they can help and what the solution is.

### BUILDER/INVENTOR

They create solutions. Builders use technology and tools to create change. They create ways to share resources and strengthen communities, start new businesses that foster healthy environments and communities through a triple bottom line, and use engineering, design or science to make things with better environmental outcomes.

**'EVERYONE HAS CHANGEMAKING  
IN THEIR DNA — IT'S JUST A  
MATTER OF UNLOCKING IT.'  
— ASHOKA CHANGEMAKERS**

### **INVESTOR**

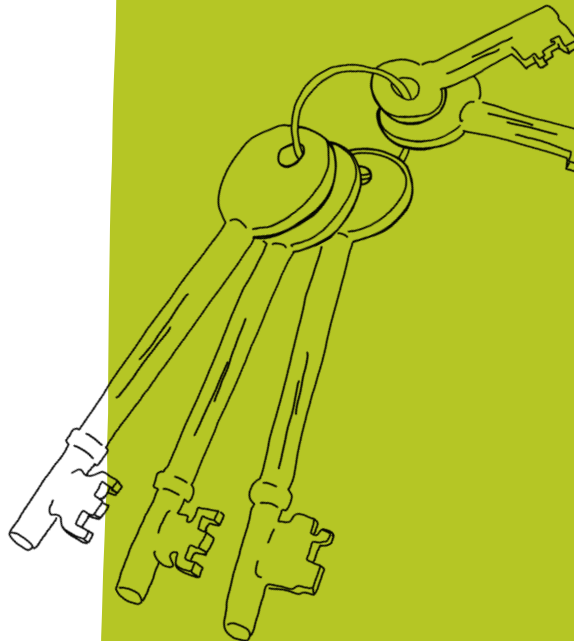
Investors use money and support to bring about change. Through the donation of funds, goods, or in-kind services or other mechanisms like impact investing, individuals and organisations are able to connect with a cause they are passionate about and see the good their money, goods or services can do to help the environment.

### **ORGANISER**

Organisers focus on the use of expertise and skills to influence change. They figure out how to put human resources to work to create social impact. They do this by identifying, recruiting and developing skills that help others act and build a community's ability to control the forces that affect it.

### **DISRUPTER/SOCIAL ARCHITECT**

They create new social structures in the form of policies, programs, technology and movements (or they alter existing ones) to change behaviour and solve problems. They redefine roles and how resources are used and allocated.





# MOTIVATING AND INSPIRING PEOPLE:

## STORYTELLING FOR CHANGE

Bring others along with you. Get in touch with the values and aspirations of the people you want to work with and find ways to speak to them that represents their values. Storytelling has a powerful role in how we can move people to act. A good story connects hearts, drives empathy and inspires action.

**'IT'S NO GOOD WHEN YOU MEET SOMEBODY LIKE THAT, WHO'S DEDICATED TO THEIR PATH—WHICH MAY BE A DESTRUCTIVE PATH—IT'S NO GOOD TRYING TO GET TO THE BRAIN, BECAUSE THEIR BRAIN IS WIRED FOR SUCCESS, FOR FINANCIAL SUCCESS. WHAT YOU HAVE TO DO IS TO GET INTO THE HEART. AND HOW DO YOU GET INTO THE HEART? WITH STORIES.'** —JANE GOODALL.

All change is about transforming systems and being able to tell the story about changes you want to make.

**WHAT IS THE STORY WE  
TELL OURSELVES?**

**WHAT IS THE STORY WE WANT  
TO CHANGE?**

**'THE WAY WE SEE THE WORLD  
SHAPES THE WAY WE TREAT IT...  
THAT IS THE CHALLENGE, TO  
LOOK AT THE WORLD FROM A  
DIFFERENT PERSPECTIVE.'**

**—DAVID SUZUKI**

# TO TELL A STORY THAT BUILDS A MOVEMENT:

## 1. SIMPLIFY THE STORY.

SIMPLIFY WHAT IS REALLY GOING ON AND RELATE IT BACK TO THE INDIVIDUAL. STORYTELLING IS A UNIVERSAL WAY TO UNDERSTAND COMPLEXITY. IT'S ABOUT FINDING THE GRAIN OF INSIGHT THAT MATTERS TO PEOPLE.

## 2. MAKE IT HUMAN.

WHEN YOU HUMANISE STORIES, YOU GIVE YOUR AUDIENCE A WAY TO UNDERSTAND AND RELATE TO THEM, AND TO UNDERSTAND THEIR OWN ROLE IN THE STORY.

## 3. OUTLINE A THEORY OF CHANGE.

SHOW HOW THE INDIVIDUAL FITS INTO THE COLLECTIVE NARRATIVE. WHAT IS THEIR ROLE IN THE SOLUTION? APPEAL TO YOUR AUDIENCE'S VALUES. WHY SHOULD THEY CARE? SHOW YOUR AUDIENCE THAT THEY HAVE A ROLE IN THIS STORY AND THAT THERE IS STILL AN ENDING FOR ALL OF US TO WRITE TOGETHER.

## 4. SPARK A SENSE OF URGENCY.

OUR WORLD'S MOST COMPLEX CHALLENGES CAN BE SO DAUNTING AND INDIVIDUALS CAN FORGET THAT THEY HAVE A PERSONAL ROLE IN CREATING CHANGE. GIVE THEM A COMPELLING TIME FRAME AND A SENSE OF URGENCY SO THEY ARE MOVED TO ACT.

It is also important to be seen as a source of credibility for your cause. Use eyewitness statements, research and statistic to add to your story and to build your credibility.

As your movement grows, don't forget to celebrate your successes along the way. Document your wins, take photos, share your success stories amongst your supporters and across social media. These moments can be used to continue to tell the story of your work. People want to join movements that are creating meaningful impact.

When you're building a movement, you must go outside of your immediate crew of like-minded people. Reach out to and listen to people who have completely different view than yours. Find out what people actually think, find commonalities and work from there. Tell stories. Tell stories about what might happen and what is possible. Shift from the energy of conversations from what individuals want to change to an open exploration of what is possible to unlock the full potential of your movement. Listening to people, hearing their stories and building solutions together will create a longer-lasting legacy of change.



**IF AN INDIVIDUAL LEADER  
CAN CHANGE THEIR STORY  
ABOUT WHAT IS POSSIBLE,  
THEN THEY WILL CHANGE  
THEIR ACTIONS, AND  
CONTRIBUTE TO CHANGING  
THE FUTURE.**





# RESOURCES

[mobilisationlab.org/](http://mobilisationlab.org/)

[actbuildchange.com/](http://actbuildchange.com/)

[enablingchange.com.au](http://enablingchange.com.au)

[acf.org.au/narrative\\_handbook](http://acf.org.au/narrative_handbook)

[acf.org.au/action\\_kits](http://acf.org.au/action_kits)

[thechangeagency.org](http://thechangeagency.org)

[issuu.com/ashokachangemakers/docs/my\\_changemaker\\_toolkit\\_2017\\_issuu](http://issuu.com/ashokachangemakers/docs/my_changemaker_toolkit_2017_issuu)

[storyofstuff.org/uncategorized/changemaker-types/](http://storyofstuff.org/uncategorized/changemaker-types/)



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