Action roles should be adapted and used according to your specific group and action context. The following offers one possible outline of tasks and responsibilities for this role.

**ACTION ROLE**  **ACTION LEAD**

**Your Role:**
- ensure tactics fit strategy and goals
- keep everyone’s eyes on the prize

### BEFORE
- Devise (or know) the **long-range strategy** that can accomplish your group’s goals.
- Choose a clear **sequence of tactics** to reach your short-term strategic objectives.
- Put yourself in your opponents’ shoes. Try to come up with all their **potential counter-moves**.
- Plan accordingly.
- Envision everything that could go wrong, then design the action with **Plan B** and **Plan C**.
- Ensure that strategy, tactics, plans and guidelines are **communicated clearly**, so all participants know what to do at an appropriate level of detail.
- Make sure the **agreed-upon discipline** is adhered to, with written guidelines, training and marshals, as needed.
- Identify a **line of succession** for all key roles. If anyone is arrested (including you!), someone else must be ready to step in.
- Plan and coordinate the **deployment of resources** and tactics for this action.
- Seek democratic input.
- Make **final decisions** when necessary.

### THE DAY OF
- Coordinate **according to plan**.
- Help everyone keep their eyes on the prize, being both **clear and motivational**.
- Be mindful of the “mood” and “spirit” of the action, and of your own personal attitude. **You set the tone**.
- Remain **calm and flexible**.
- Monitor overall unfolding of events, suggest or order changes of course, ways to use opportunities, etc.
- Help identify or fill holes, **troubleshoot** situations as they arise.
- Oversee and **check-in** with other action roles.
- Consult with other point people, then **make quick decisions** as necessary during the course of the action.
- Know when to **say NO**. Don’t sweat the small stuff, but stand firm on important issues.
- Your goal is not be loved by everyone. The **action goals are paramount**.

### AFTER
- Facilitate after-action **debrief** and evaluation.
- Share what you’ve learned.

*Adapted from handout by Philippe Duhamel and Matt Guynn*