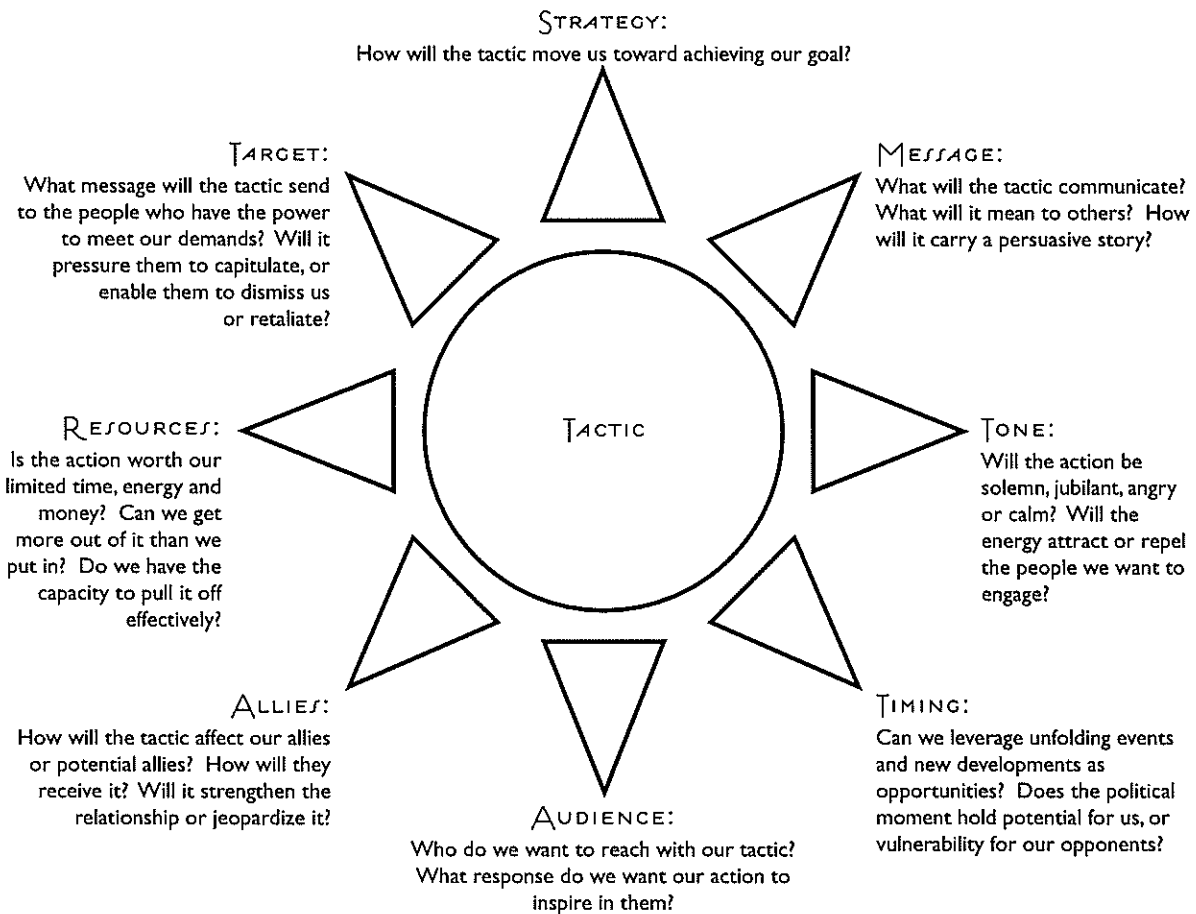


# The Tactic Star

## for planning and evaluating tactics

Choosing or inventing a successful tactic often involves some intuition and guesswork – and always risk. But the more we study our contexts, the better we become at judging when to pull which punches. Projecting and measuring success is complex, but we should not let the murkiness of these waters deter us from diving into them. Patterns do emerge. We can learn a great deal from our experiences when we critically analyze them. This *tactic star* names some key factors that change agents should consider when determining their tactics. The same tool can be used to evaluate actions after they have been carried out.

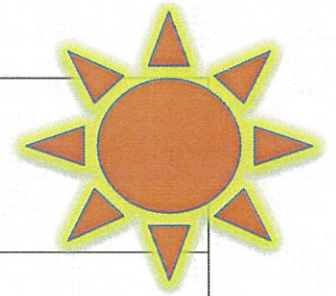


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## The Tactic Star Worksheet

## TACTIC



### STRATEGY

How will the tactic move us toward achieving our goal?

### TARGET

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

### 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?

### TOPE

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

### TIMING

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

### ALLIES

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

### AUDIENCE

Who do we want to reach with our tactic? What response do we want our action to inspire in them?