

## STRATEGY

How will the tactic move us toward achieving our goal?

## TARGET

What message will the tactic send to the people we are seeking to move? How will they react to the tactic? Will their position change? Will they capitulate? Retaliate?

## RESOURCES

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

## TIMING

When do we do the tactic? Why?

## OUR GROUP

How will this tactic affect our group? Will it strengthen us or weaken us? In what ways will we be strengthened or weakened? Will our members skills be developed? We will have more members? We will secure more resources?

## MESSAGE:

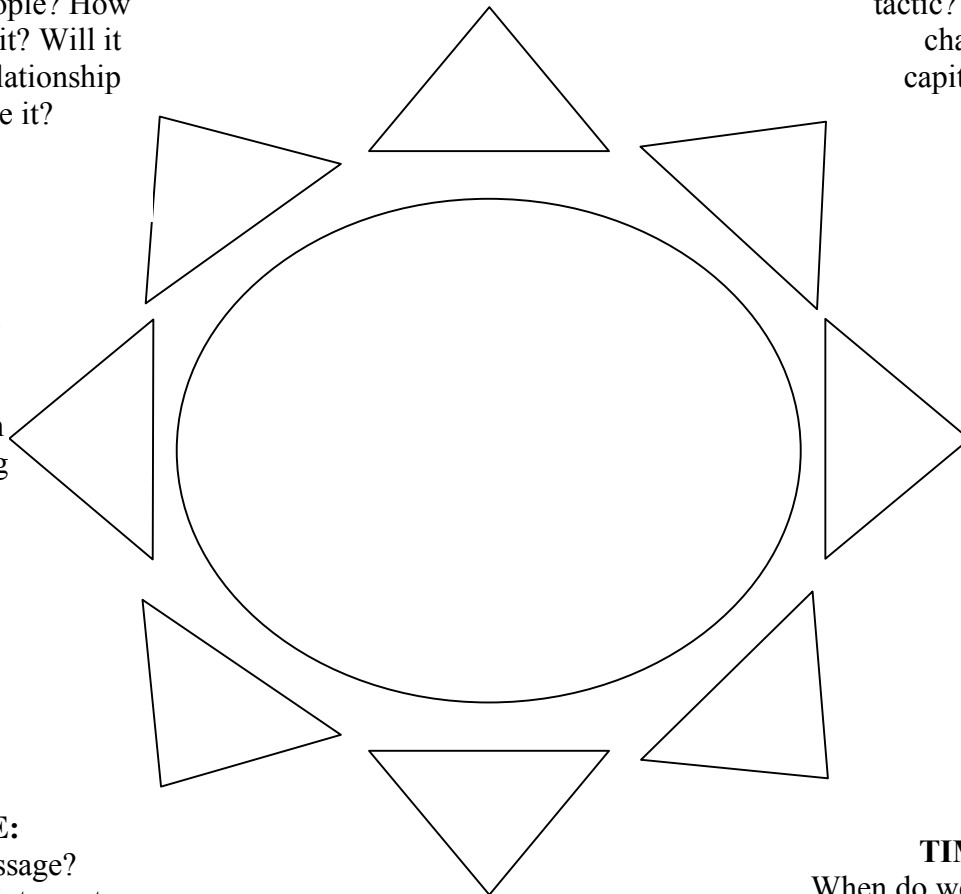
What is our message? How will people interpret our tactic?

## RELATIONSHIPS

How will the tactic affect other groups besides our target? How will it affect our relationships with our allies? Neutral people? How will they receive it? Will it strengthen our relationship or jeopardize it?

## LANDSCAPE

What threats and opportunities exist in the larger political landscape that could affect this tactic? Can we leverage unfolding events and new developments as opportunities?



# The Tactics Star