&RPPXQLW\ 2UJ

3HRSOH 3RZHU &KDQJH

MRQDV JURHQHU#FLYLODFWLRQ QHW
ZZZ FLYLODFWLRQ QHW

CIVIL ACTION NETWORK

:KDW LV LW"

/HDGHUVKLS FFHSWLQJ UHVSRQVLELO
RWKHUV WR DFKLHYH SXUSRVH L
RI XQFHUWDLQW\

2UJDQL]LQJ JDHDGHUVKLS VKLSWRKSDWWHUQV WKDWEOWKH
WKH\ KDYH SLRQZWKUKWKHQHHG WFRKDQWKHKWKZHD

:KDW LV LW"

0RVW RISDJDOHWDLFH

$IUDPHZRQRW D IRUPXOD

CIVIL ACTION NETWORK

:KDW LW LV QR

DLG VHUYLFH
DGYRFDF\
PRELOL]LQJ
PHWKRG WR EXLOG D VRFL

CIVIL ACTION NETWORK

3 H R S O H

7 X U&QR P P X Q L WVR P P R Q Y D O X H V L Q

L Q&WRRQ V W L W X H QRF P P R Q S X U S R V H

CIVIL ACTION NETWORK

3RZHU

³WKH DELOLW\ WR DFKLHY

³WKH VWUHQJWK UHTXLUHG
VRFLDO SROLWLFDO DQG HF
0DUWLQ /XWKHU

CIVIL ACTION NETWORK

3 R Z H U

, W ¶ V W K H L Q H W V H U F H V R X U F H V

&KDQJH

6SHFLDOL]HG WKURXJK VWU
E\ DFWLRQ

CIVIL ACTION NETWORK

I L Y H N H \ S U D F W L F H

- W H O O L Q J V W R U L H V
- E X L O G L Q J U H O D W L R Q V K L S
- V W U X F W X U L Q J W H D P V
- V W U D W H J L] L Q J
- D F W L Q J

CIVIL ACTION NETWORK

I L Y H N H \ S U D F W L F H

2 U J D Q L] H U V X V H W K H I L V W U R V W H K
U H O D W L R Q V K L S W R V W X U F D V S U H Z H
F R P P X Q L W \
Z K L O H W K H O D V W W Z R S H U F D W H
D E R X W Z L H O G L Q J W K D W S R Z H U
F K D Q J H

CIVIL ACTION NETWORK

WHOOLQJ VWR

7R UHSUHVHQW EHOLHYH DQG
PRWLYDWH RWKHUV WR W

CIVIL ACTION NETWORK

W H O O L Q J V W R

9 D O XLHQVV S L U H H P R W L R Q D Q G H P

& H U W D L Q H P R W L R Q V V W R S
R W K H U H Q F R X U D J H W R

CIVIL
ACTION
NETWORK

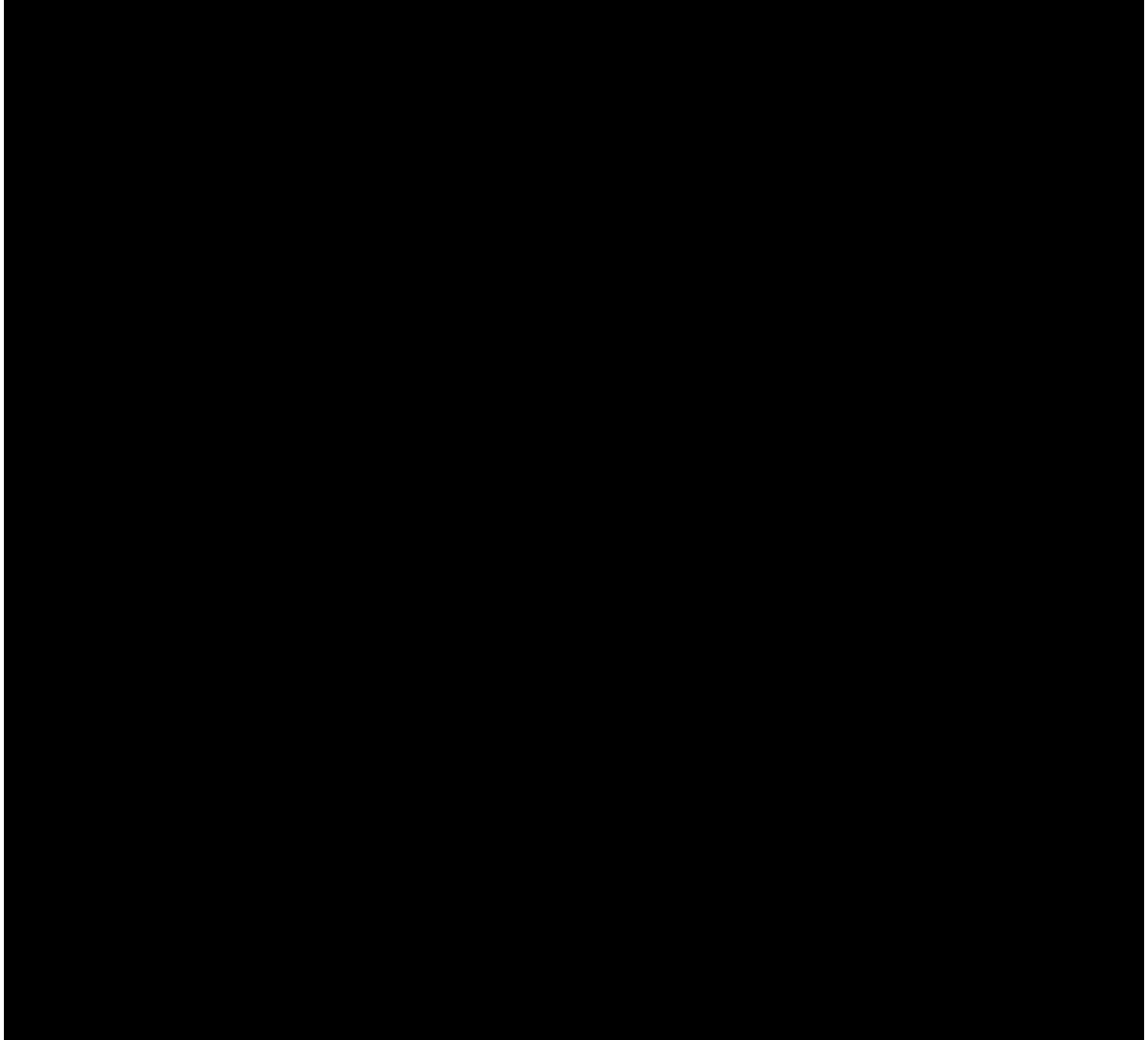
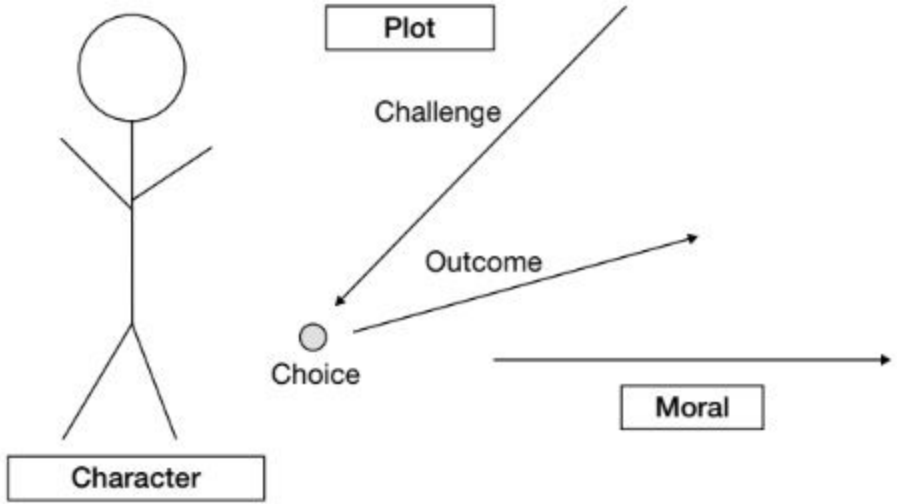


FIGURE 19-3

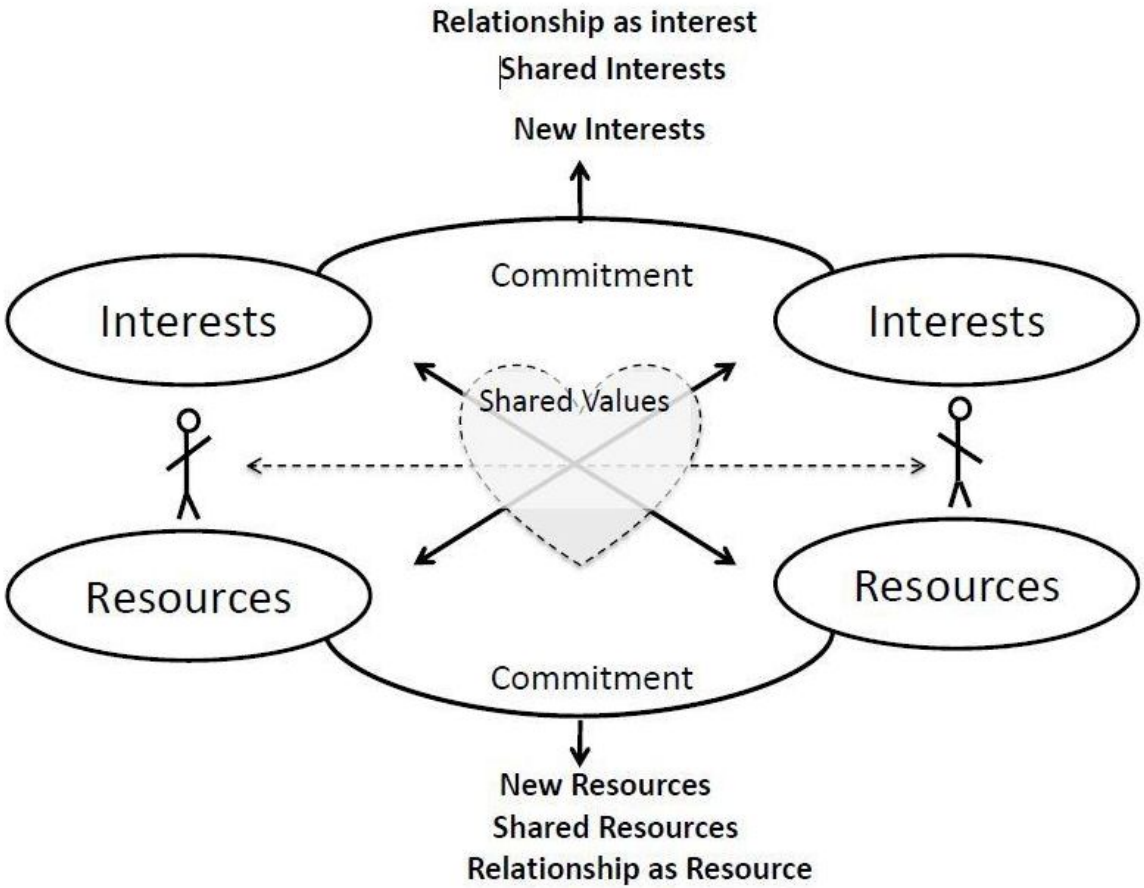
Narrative structure



EXLOGLQJ UHOD

” URRWHG LQ VKDUHG YDOX
” FUHDWHG E\ PXWXDO FRP
” UHTXLUH ZRUN DQG DWWH
” DUH ORQJ ODVWLQJ

CIVIL ACTION NETWORK


Relationship as interest
Shared Interests
New Interests
Commitment
Interests
Interests
Shared Values
Resources
Resources
Commitment
New Resources
Shared Resources
Relationship as Resource

EXLOGLQJ UHOD

KDUG DVNV

GLIIHUHQW W\SHV RI QR
´QRW HYHU´
´QRW QRZ´
´QRW WKDW´

CIVIL
ACTION
NETWORK

V W U X F W X U L Q J

6 K D U H G S X U S R V H G H H S H Q V

*R R G G L V W U L E X W L R Q R I U H V S
E H W Z H H Q P H P E H U V

CIVIL
ACTION
NETWORK

V W U X F W X U L Q J

$ L P L Q J D W F U H D W L Q J P X W X D

) R F X V H G R Q F R Q W L Q X R X V G H Y H

CIVIL
ACTION
NETWORK

V W U D W H J L] L Q

S H R S O H ! S U R E O H P ! J R

W K H R U \ R I F K D Q J H

V P D O O P H D V X U D E O H J R

CIVIL ACTION NETWORK

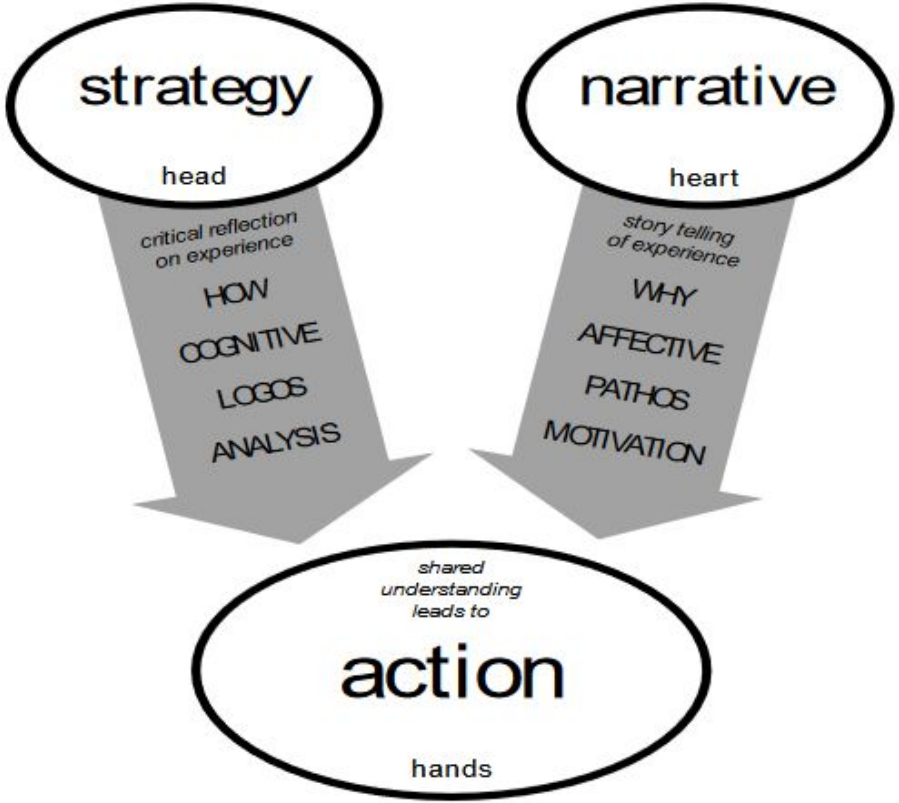
D F W L Q J

7 D F W L F K E D H V V W U D W H J L F

V W U H Q J W K H Q \ R X U R U J D

G H Y H O R S L Q G L Y L G X D O V

CIVIL ACTION NETWORK


strategy
head
critical reflection on experience
HOW
COGNITIVE
LOGOS
ANALYSIS
narrative
heart
story telling of experience
WHY
AFFECTIVE
PATHOS
MOTIVATION
shared understanding leads to
action
hands

EXLOGLQJ UHC
([RI VWUDW

- LQGLYLGXDOV
- QHWZRUNV
- RUJDQL]DWLRQV

CIVIL ACTION NETWORK

EXLOGLQJ UHC
([RI WDFWL

” RQ ¶V

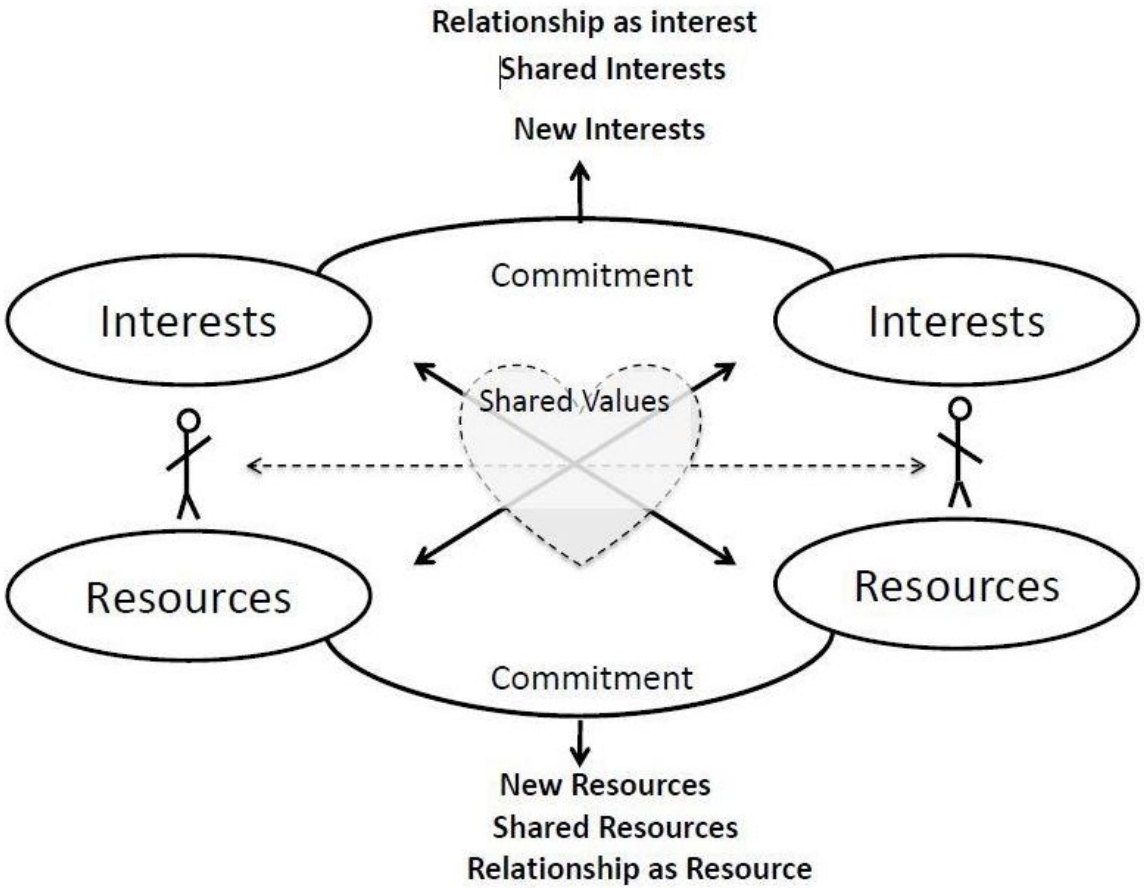
” +RXVH PHHWLQJV

CIVIL ACTION NETWORK

EXLOGLQJ UHC
:D\V WR VHH UH

- 9DOXH EDVHG
- 7UDQVDFWLRQDO
- 7UDQVIRUPDWLRQDO

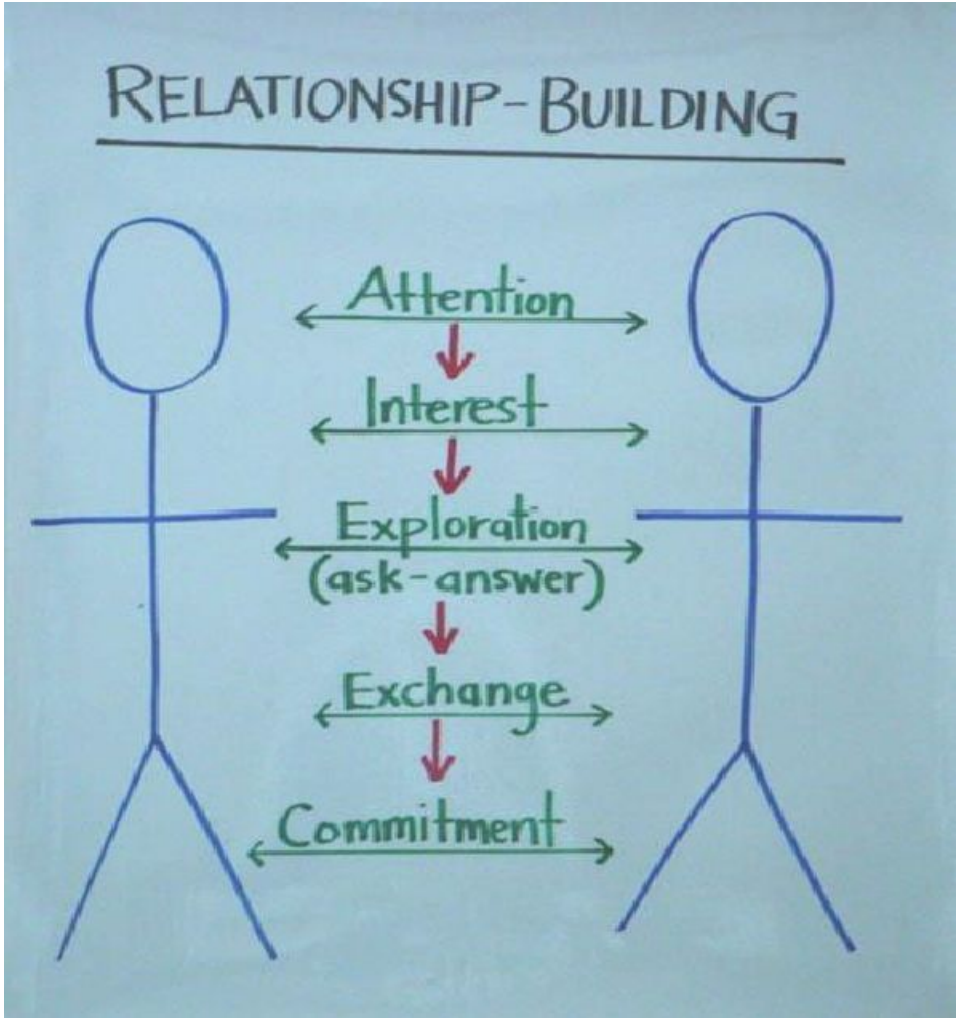
CIVIL ACTION NETWORK

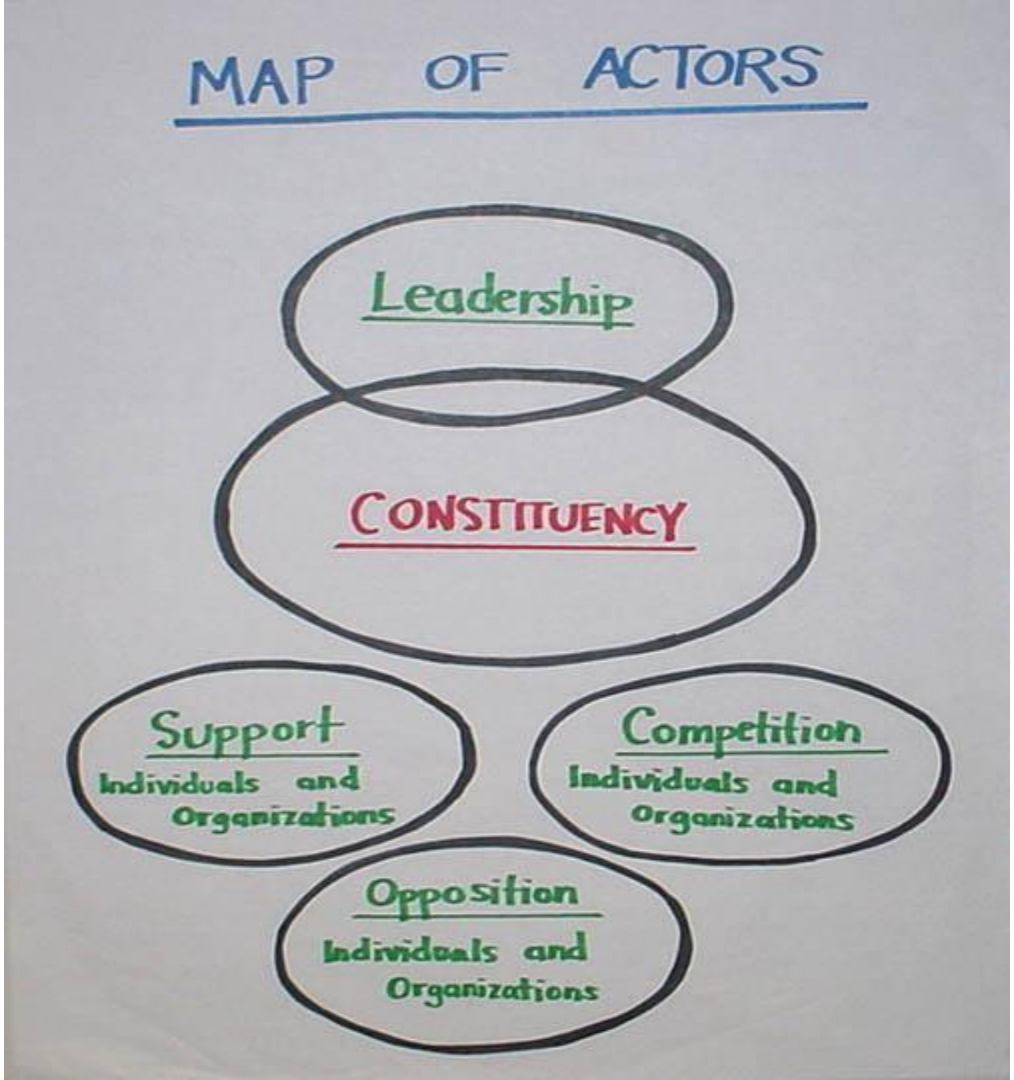

Relationship as interest
Shared Interests
New Interests
Commitment
Interests
Interests
Shared Values
Resources
Resources
Commitment
New Resources
Shared Resources
Relationship as Resource

EXLOGLQJ UHC

0DUN 6DQIRUG *UDQRYHWWHU VWU

CIVIL ACTION NETWORK


RELATIONSHIP-BUILDING
Attention
Interest
Exploration
(ask-answer)
Exchange
Commitment


MAP OF ACTORS
Leadership
CONSTITUENCY
Support
Individuals and Organizations
Competition
Individuals and Organizations
Opposition
Individuals and Organizations

5HODWLRQDO 3

” 3RZHU ZLWK RZQ UHVRX

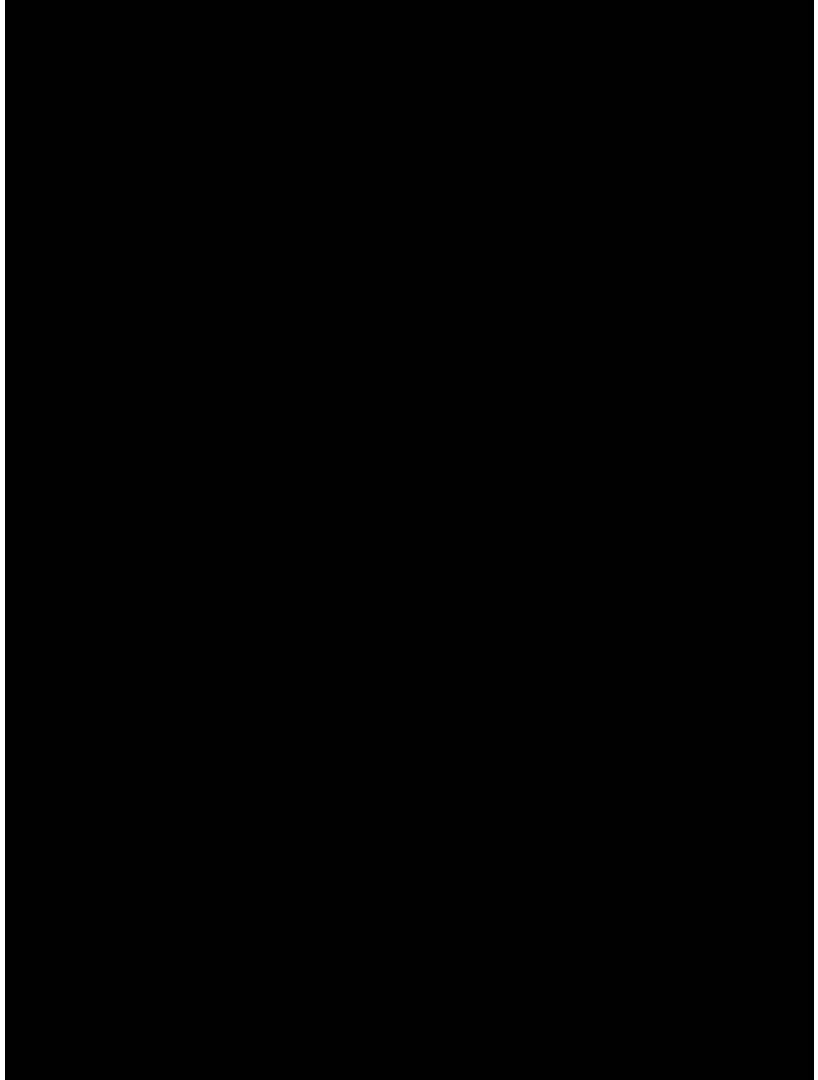
([IRRG FRRS YROXQWHHU

CIVIL ACTION NETWORK

5HODWLRQDO 3

” 3RZHU ZLWK RZQ UHVRX

([IRRG FRRS YROXQWHHU

” 3RZHU RYHU VRPHRQH HOVH I

CIVIL ACTION NETWORK