Organizing Strategy: A Roadmap to Success

**Agenda**

1. Welcome & introductions 7:00pm - 7:15pm
2. Program updates 7:15pm - 7:20pm
3. Strategy & Tactics 7:20pm - 7:35pm
4. Creating a proper strategy 7:35pm - 8:00pm
5. Targeting decision makers 8:00pm - 8:20pm
6. Debrief & next steps 8:20pm - 8:30pm

**Outline**

* Welcome & Introductions (15 mins)
	+ Tonight’s Guest Trainer
		- DeAndre Jones
	+ **Meet Each Other**
		- Name, school, hidden talent
* Program Updates
	+ Learning Journey
	+ Your next 1:1’s
* Strategy & Tactics (10 mins) (DeAndre)
	+ Strategy is the roadmap, tactics are the trip. (DeAndre)
	+ Muhammad Ali video (Kevin)
	+ **Shout out**
		- **What is his goal?**
		- **What is his strategy?**
		- **What are his tactics?**
* Creating a proper strategy (Kevin)
	+ What institution?
	+ What decision makers?
	+ What messages?
	+ **Individual Activity 1: Answer the questions above for your issue**
* Targeting decision makers (DeAndre)
	+ Target self-interests
	+ **Partner Activity 2: What messages will you use?**
* Next Steps (5 mins)
	+ Our next call
	+ Your 1:1s
	+ Any questions
	+ Get organizing!