

TRADITIONAL STRATEGIC PLANNING	CAMPAIGN APPROACH TO CHANGE
Define goals	Develop strategic themes that mobilizes people
Goals are definite and explicit – often before people can know enough to know what they want	Themes invite interpretation and discovery
Energy tends to go into the document	Energy goes into actions – pilots, probes, projects, events
Often hard to implement	Implementing is the only way to embody the strategy
Formal task forces	Coalitions, grassroots, new blood
Inclusion based on representation	Inclusion based on passion and interest
Report and memos	Press releases
Easy to block; debate it to death	Can move forward without agreement of all
“Think your way into new acting”	“Act your way into new thinking”