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!