



Social speedometer

Purpose

To practice using a campaign planning tool to identify allies, potential allies, neutral parties (or persuadable parties) and those in opposition to your goal.

Works well with the Pillars of power.

Time

45 minutes

Materials

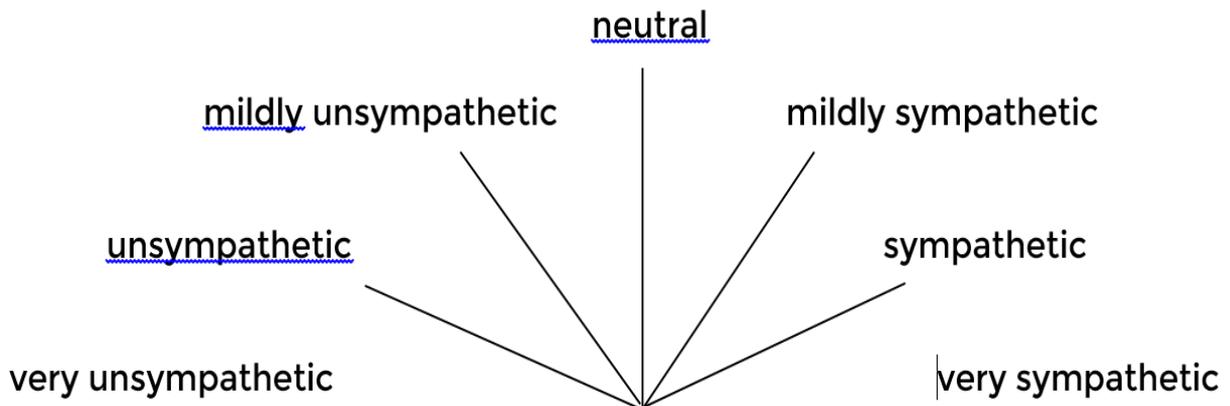
Flipchart, various coloured pens

Related tools

Pillars of power

Preparation

Prepare a flip chart with the social speedometer (below). Practise with the tool on your own with an example of an issue you're familiar with.



Note: This activity works best when used with another tool, eg Pillars of power.





Description

Explain the purpose of the activity, and introduce the tool.

In the whole group, ask participants to identify an issue. Encourage the group to state this as a campaign goal in positive terms – FOR something rather than AGAINST.

Ask the group to list all the people and groups involved in this issue. Plot these on the diagram of the social speedometer.

Once actors have been plotted, participants now need to think about these relationships in relation to the campaign goal. The idea is to move actors closer to the 'very sympathetic' zone.

Invite people to work in small groups of 4-5 to think about relationships in one of the areas: sympathetic, neutral.

To help participants think this through, you could ask:

- **Sympathetic:** How can you strengthen these relationships?
- **Neutral or mildly sympathetic:** How can you move these actors closer to sympathetic?
- **Unsympathetic:** Do you want to improve these relationships? How? Who has power to block your goal? How can you neutralise or counterbalance their power?

Invite the groups to come back into the whole group to share a summary of their plans. Ask:

Where did you decide to focus your energies?

- *On more sympathetic actors?* For example to build the movement.
- *On unsympathetic?* If we have the resources and strength to engage directly with these actors.

Debrief

- How was that?
- How useful was the tool?
- How will you use it in future?

