

What is Strategy: Blanket Tool

GOAL: Give participants an experienced sense of goals versus tactics versus strategy.

HOW IT'S DONE

Want a quick tool to help your group get the difference between goals, tactics and strategy? Here's a vivid example to help with some definitions!

Place a blanket on the floor. Have the group stand on the blanket (they should be only slightly packed on the blanket).

Then, give them the challenge: turn the blanket over (flip it over) without anyone stepping off the blanket. (So no leaving the blanket, leaning on walls, etc.) Some groups may take longer than others, allow the group to take as long as it takes. If the group steps off the blanket, or someone steps on the ground, start over again. It's a very do-able task!

In large group:

- Pairs: Any reactions or feelings that are on top after that exercise?
- What did people notice about their own participation – risks, new behaviors, etc?
- What was the process that the group used to complete the task?
 - Goal/strategy/tactics
 - So this was like a mini-campaign, any other elements of a campaign that you noticed here?
 - What is a useful differentiation between goals, strategy and tactics? How have you seen groups set those most effectively. Questions about the differences on these.
 - Story – Casino Free Philadelphia

Mingle:

- Share about a project/campaign that you're working on now or have worked on previously: examples of goals/strategy/tactics.

WHERE TOOL COMES FROM

Training for Change learned this tool from trainer Nadine Bloch <nbloch@igc.org> based in Washington, DC USA