

STRATEGY OF CHANGE
EXAMPLES
SUCCESS FACTORS
ELITE NEGOTIATIONS
Inside advocacy:

Current leaders come together to rework the status quo on behalf of shared, balancing, and opposing constituencies through trading and compromise.

- Health care legislative debate and decision-making
- Union contract negotiation

- Prominent public problem framed as urgent in their home districts and communities
- Well understood, credible policy options
- Aligned political incentives for key leaders

SOCIAL MOVEMENTS
Outside advocacy:

Large numbers of people become organized over time to fundamentally change the status quo through mobilization, protest and coming together with current leaders.

- Gay-rights movement
- Anti-testing/opt-out movement
- Parent Revolution and the parent-trigger movement

- Framing issue as a profound injustice and/or crisis providing a clear and compelling call to action
- Ability to tap emotions of the public
- Compelling leadership and spokespeople
- Well-organized supporters

EXPERT COMMUNITIES
Academic efforts:

Experts debate ideas and over time and—either through continued debate or consensus—end up influencing public policy and practice in a extensive way.

- Climate change (IPCC)
- Pre-K

- Well defined but complex public-policy problem
- Convincing community of experts with consensus view on appropriate guidance
- Institutions for expert-policy maker dialogue

EMERGENT NETWORKS
Practitioner efforts:

Change emerges through trial-and-error, with good ideas being field tested, adopted and adapted. These ideas evolve, improve and get institutionalized over time. In today's society the Internet and social media have made it much easier to organize emergent networks.

- Community policing
- Blended learning
- "No Excuses" school models

- Recognized thought leaders validate "promising"/"innovative" practices
- Individual and organizational incentives for innovators to join and contribute to community of practice
- Policymaker interest in translating practice into public policy/investment