

HOW CHANGE HAPPENS

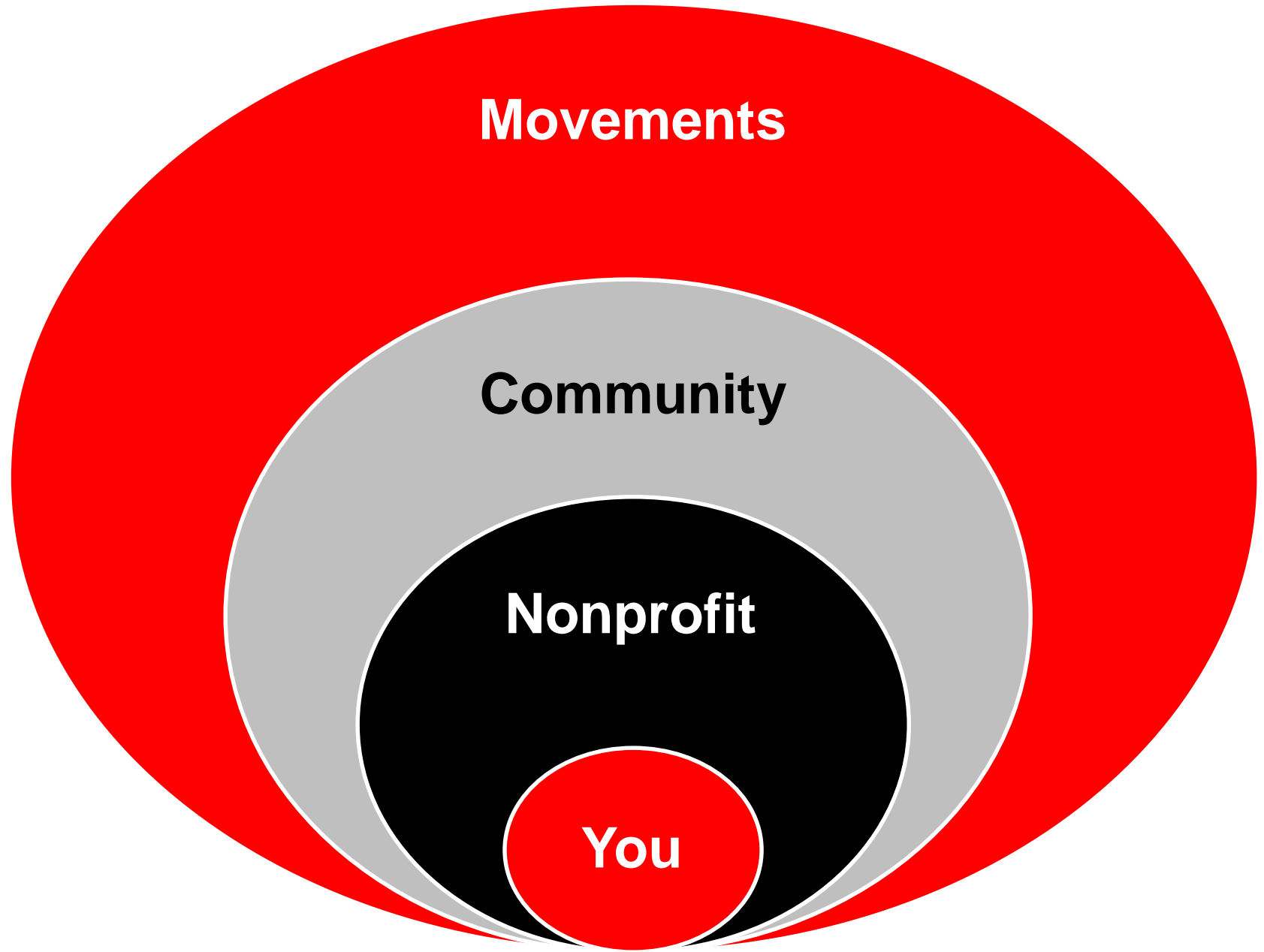


Leslie Crutchfield, Author & Executive Director

Business for Impact at Georgetown University's
McDonough School of Business

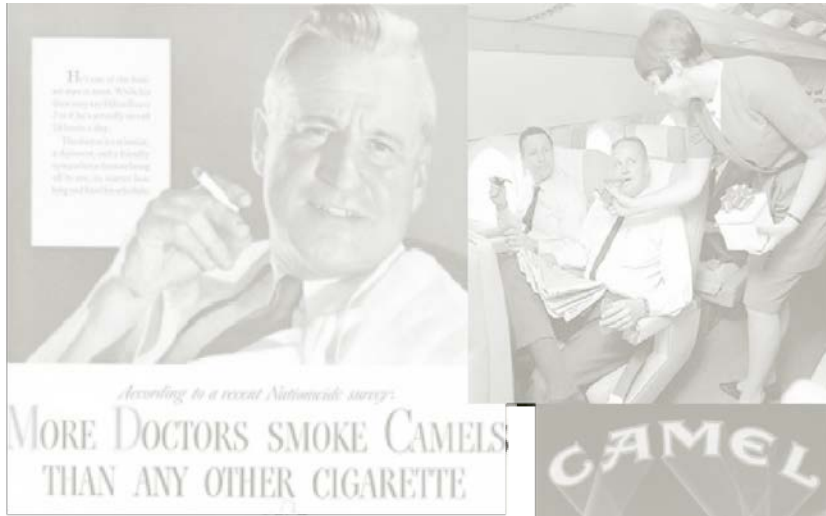


Change Happens on Many Levels



**Why do some movements succeed
while others struggle?**

Tobacco



Marriage Equality



Guns

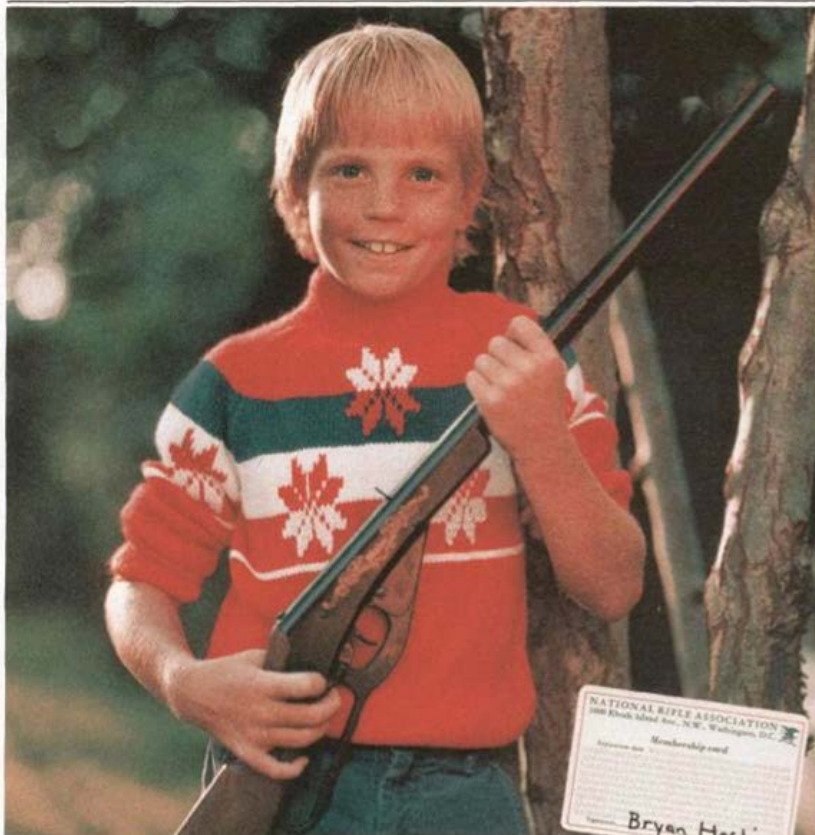
BRYAN HARDIN: 8 years old. Second grade student and a member of the National Rifle Association.

"I like to play football best. But I like my dog and I like my new BB gun. When I got it, I wanted to shoot that night, but my Dad said I had to learn the rules first. He taught me about safety and to always remember a gun is not a toy.

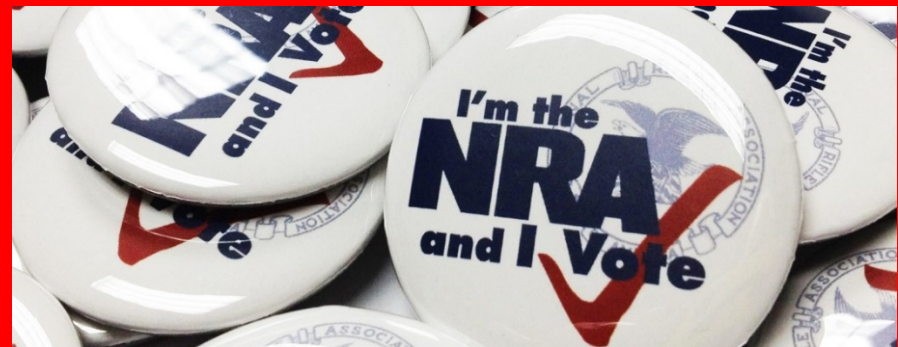
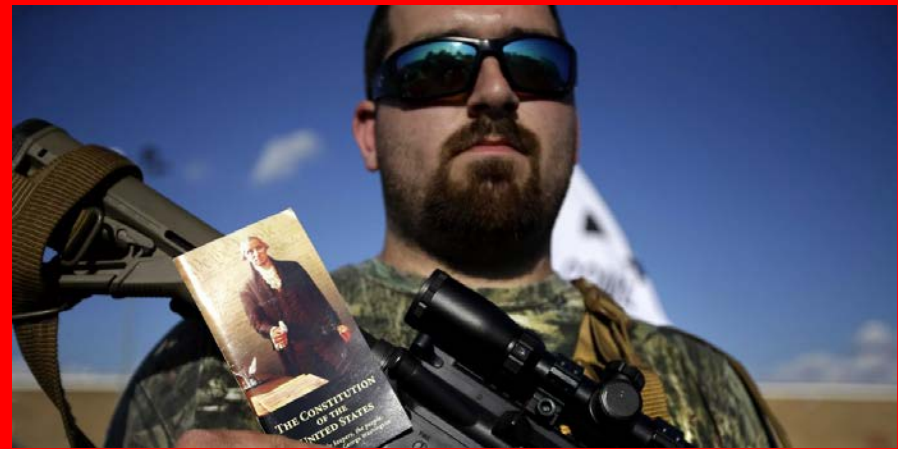
"We made a target out of a box in the back yard, and my Dad showed me how to aim. I didn't hit it the first time, but then I started doing better. I just need to practice more so I can go hunting with my Grandfather. He said he'd take me when I got older and after I learned some more rules.

"My Dad's a member of the NRA and so am I because he says they need kids like me to grow up and keep shooting a safe sport."

I'm the NRA.



Each year, NRA members teach thousands of young people safe gun handling and basic marksmanship skills. If you would like to join the NRA and want more information about our programs and benefits, write Harlon Carter, Executive Vice President, P.O. Box 37484, Dept. BH-9, Washington, D.C. 20013.
Paid for by the members of the National Rifle Association of America.



Changes that Happened

- Acid rain reduction
- Drunk-driving reduction
- Gun rights expansion
- LGBT marriage equality
- Mass incarceration
- Polio elimination
- Tobacco control

Changes in Progress

- Climate action
- Criminal justice reform
- Education equity
- Gun safety
- Obesity reduction
- Racial justice & Black lives movement

6 Movement Best Practices

1. Turn Grassroots Gold

2. Sharpen Your 10/10/10/20=50 Vision

3. Change Hearts *and* Policy

4. Break from Business as Usual

5. Reckon with Adversarial Allies

6. Be “Leaderfull”

Guns

Brady Campaign
★ ★
To Prevent Gun Violence

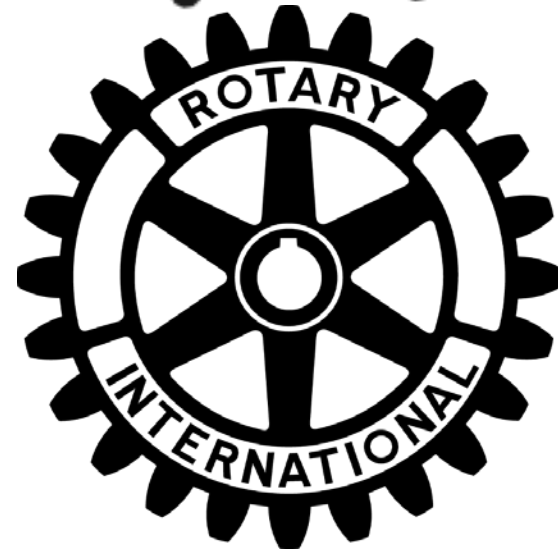
EVERYTOWN
FOR GUN SAFETY



Smoking



Polio



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Winning Marriage Equality



**FREEDOM
TO MARRY**

Winning Marriage Equality

The Plan: Win 10/10/10/20=50 States

- 10 States allow full marriage
- 10 States allow civil unions or “all but marriage”
- 10 States allow domestic partnerships
- 20 States remove anti-LGBT policies

Other Local-to-National Strategies

- Drunk driving reduction
- Tobacco control
- Gun rights expansion
- Health Care reform

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Truth vs Smoking



[#catmageddon](#)

Success Strategies

The Right MESSAGE

The Right MESSENGER

The Right MEDIUM



Expanding Gun Rights



We are the NRA - video

Pulling Heartstrings vs Pushing Policies



'Love'



'Truth'



'Freedom'



MADD
Activism | Victim Services | Education®

'Friendship'

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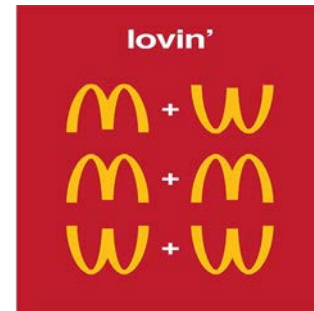
Business Roles in Movements



Airlines
Restaurants
Casinos



Finance
Entertainment
Tech



Retail
Lending
Restaurants



4 Ways to Break from BAU

1. Policy First Movers

2. Advocates and
educators

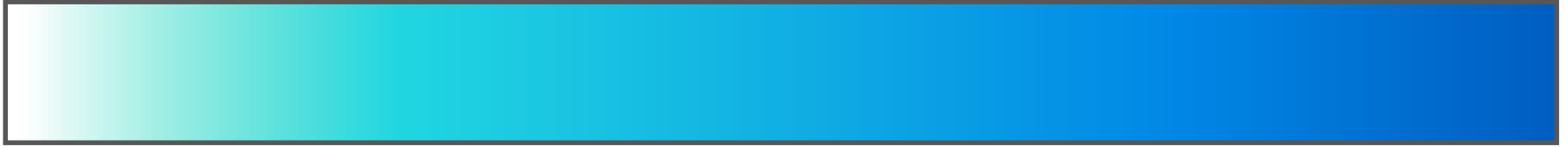
3. Product innovators

4. Hyper-exposed
targets

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Movement Leadership Spectrum

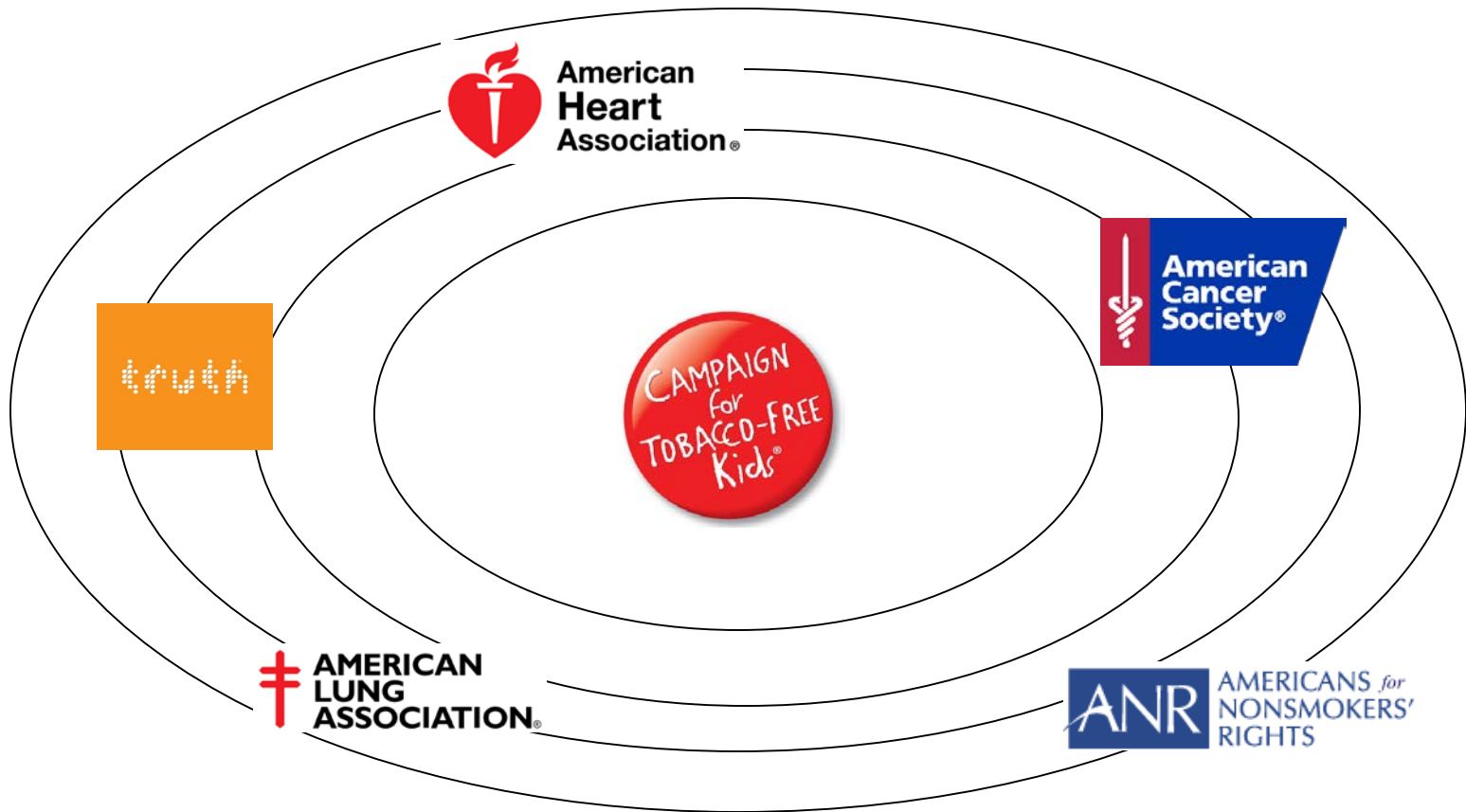


Leaderless

Leaderfull

Leader-led

Being Leaderfull



Q&A

How do these strategies apply to *your* movement?

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3. Change Hearts *and* Policy
4. Break from Business as Usual
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6. Be “Leaderfull”

Essential Movement Truths

Change is POSSIBLE

Change is NONPARTISAN

Change is DELIBERATE

