

Building The Will

Pro Tips for Strategic CaseMakers™



The
CaseMade
Reimagine How Justice Wins

Is negativity
tanking your
CaseMaking?

Time to
create positive
energy.

Q:

Naming a better future seems to be an important part of CaseMaking. But after years of working with the most vulnerable people in my community, I don't see how things can improve. Funding is scarce, awareness of what we do is low. And when I tell people how bad things are, they just don't seem to grasp the urgency.

What should I do?

A:

We know it's hard to feel positive when so much seems to be going wrong in the world. But **cognitive science tells us** to avoid being the naysayers in the room. To build public will for the important systems change we need, we must **have hope, envision a better future, and lead with optimism**. The good news is that right now, people are thirsty for hope and optimism!

Visit our [website](#) to join the wider community of Strategic CaseMakers and help lead the charge for justice.

Are You the NEGATIVE DISRUPTOR?



When we lose hope or join the choir of “crisis, crisis, crisis,” we become our own impediments to action.

In response, people will

- 👉 Hunker down in fear and fatalism.
- 👉 Believe resources are scarce, rather than abundant.
- 👉 Engage in zero-sum thinking: if someone wins, someone else must lose.
- 👉 Stand on the sidelines because they don't think change is possible.

HERE'S HOW TO GET STARTED

- 1** Let your optimism be vivid, unrelenting and infectious. Brainstorm, journal, daydream—envision the most beautiful future you can imagine, for yourself and the next generation.
- 2** Look for opportunities to invite people to dream big with you: A quiet moment at a soccer game, waiting at the bus stop, before or after a community meeting, on social media.
- 3** Reframe the “problem-centric” language you use to think about and describe your work. Challenge colleagues to use aspirational language that emphasizes opportunity and focuses on the future—and how we get there.

Joy & Optimism Are Greenlights

Open minds to the idea of change by giving people hope that a better future is out there.



- ✓ Safe spaces for everyone so we all thrive and can be our best, most authentic selves
- ✓ Children have full bellies, supportive environments, and a love of learning that lasts a lifetime
- ✓ Engaged and cohesive communities where power is shared, people are well, and everyone feels heard

- Visions shared with TheCaseMade at a recent session about ending homelessness

