



The CaseMade

Reimagine How Justice Wins



Learn & Practice the Principles of Strategic CaseMaking

You and your partners are working hard to redesign outdated, inequitable systems that stand in the way of the prosperous future we all want. But the ways we were taught to build public support for those changes aren't rooted in science and often backfire, sapping our energy and leaving our coalitions even farther from our goals.

There's good news! We can learn how to persuade differently – and get reenergized – together.

Empowering Your Community of CaseMakers

6 90-minute facilitated discussions to learn and practice the principles described in [Case Made! 10 Powerful Leadership Principles that Win Hearts, Change Minds, and Grow Impact.](#)

- Reimagining Your Case for Justice
- Building Energy and Urgency for Your Work
- Using the Power of the Pivot to Neutralize Negativity
- Anchoring Your Conversation in Solutions to Build Optimism and Hope
- Building Narrative Power by Telling the 'Story of Us'
- Telegraphing Your Success through Transparency and Accountability

Talk to us about bringing this training to you*:
talktous@thecasemade.com

Building Momentum for a Whole, Healed, Healthy, Just, Joyful, Abundant Future

-  Energize and Inspire Your Community
-  Set Up Your Building Blocks for Mobilizing People to Action
-  Learn and Practice the Principles of Strategic CaseMaking
-  Move People Thoughtfully Down the Runway to Racial Justice
-  Design a Compelling Case for Action
-  Make a Powerful Case for Ongoing Support

What People Are Saying About Strategic CaseMaking

"I'm very grateful for the work you and your team did with the cohort. I have definitely already referenced CaseMade principles many times as we've thought about our communications and advocacy strategies."

–Caitlin Golden, Chief Policy & Strategy Officer
Massachusetts Housing & Shelter Alliance

*Ask us about an optional opportunity to supercharge your learning with additional office hours for further discussion and practice