

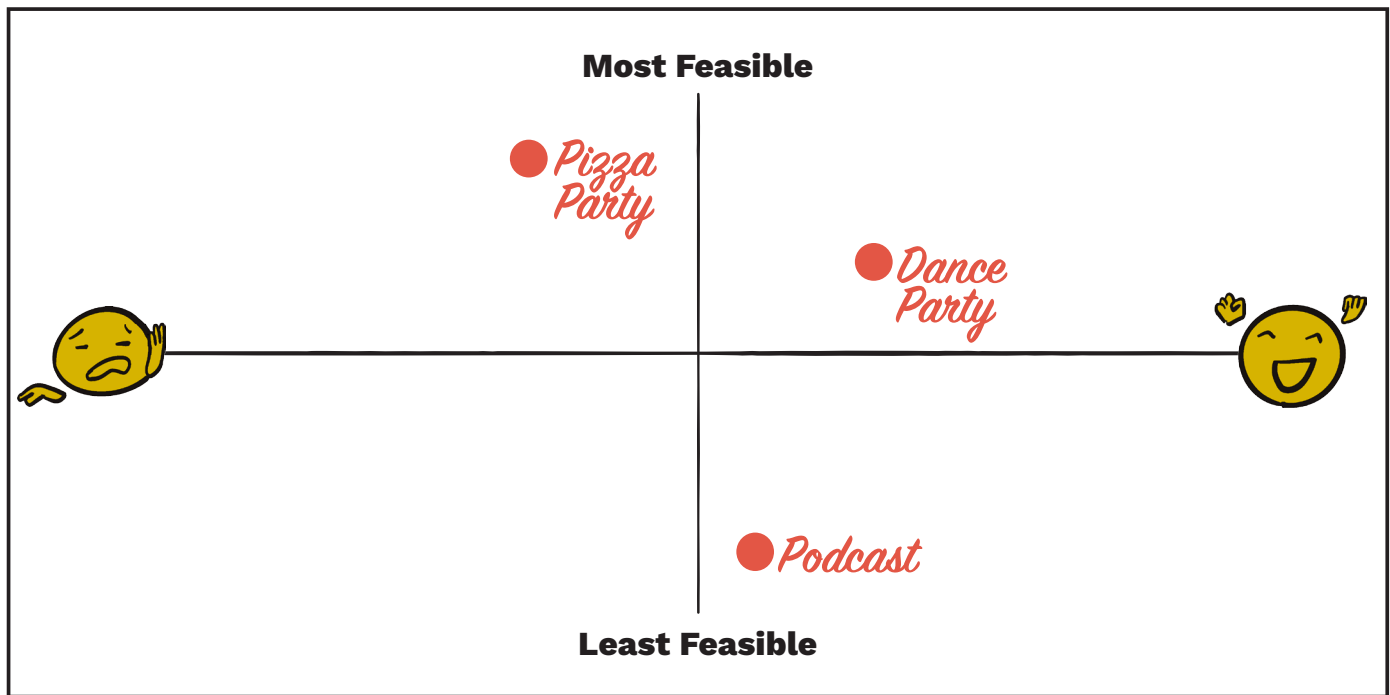
EXERCISE:

CHOOSING TACTICS THROUGH VISUAL SORTING

15 MIN

The strengths and weaknesses of ideas can become more clear when compared alongside each other. This exercise can help your team identify shared values and gain clarity when evaluating tactics and making choices.

Start by drawing a matrix like the one below.



In this example, we put what will be most exciting for our audience on the right of the horizontal line (or x-axis) and what would be most boring for our audience on the left. On the vertical line (or y-axis), we put what would be most feasible for us to achieve at the top and what would be least feasible at the bottom. For our example group, they determined a podcast was far less achievable in comparison to their other two ideas. A pizza party, in comparison, is a pretty easy event to pull off, but they also didn't find it the most thrilling. The group decided a dance party is more difficult to plan than a pizza party but far more exciting. Of course this would need to be specific to your audience and your organizational capacity.



EXERCISE:

CHOOSING TACTICS THROUGH VISUAL SORTING

Your own matrix can offer perspective in a similar way. Hold a short discussion with your group to map out ideas. **Use different axes to account for the things you value in a tactic, your campaign, or organization overall.** Some axes you may want to consider:

- Potential to achieve the objective: Assured vs. Questionable
- Target audience enthusiasm: They Will LOVE It vs. They Probably Won't Like It
- Team enthusiasm: Mostly Meh vs. Mighty Motivated
- Financial realities: Breaks the Bank vs. Budget-Friendly Brilliance

Once you have your matrix, **discuss with your colleagues where your tactic ideas might land.** Or, you can each draw the matrix, place your tactic ideas individually, and then compare. You might be surprised by other people's answers.

One thing to keep in mind: **just because something ends up at one extreme doesn't mean it's not a good tactic for you.** We've seen people do this process and realize that although a tactic was on the risky side of their matrix, it was likely to be so much more engaging for their audiences that they decided to go for it. Conversely, you might find a more familiar, less experimental method may best serve a specific community.

With your ideas plotted out, you can then discuss which tactics to pursue. This matrix is really a way to have conversations with your collaborators about what you value and to find agreement on which actions you're going to take.

