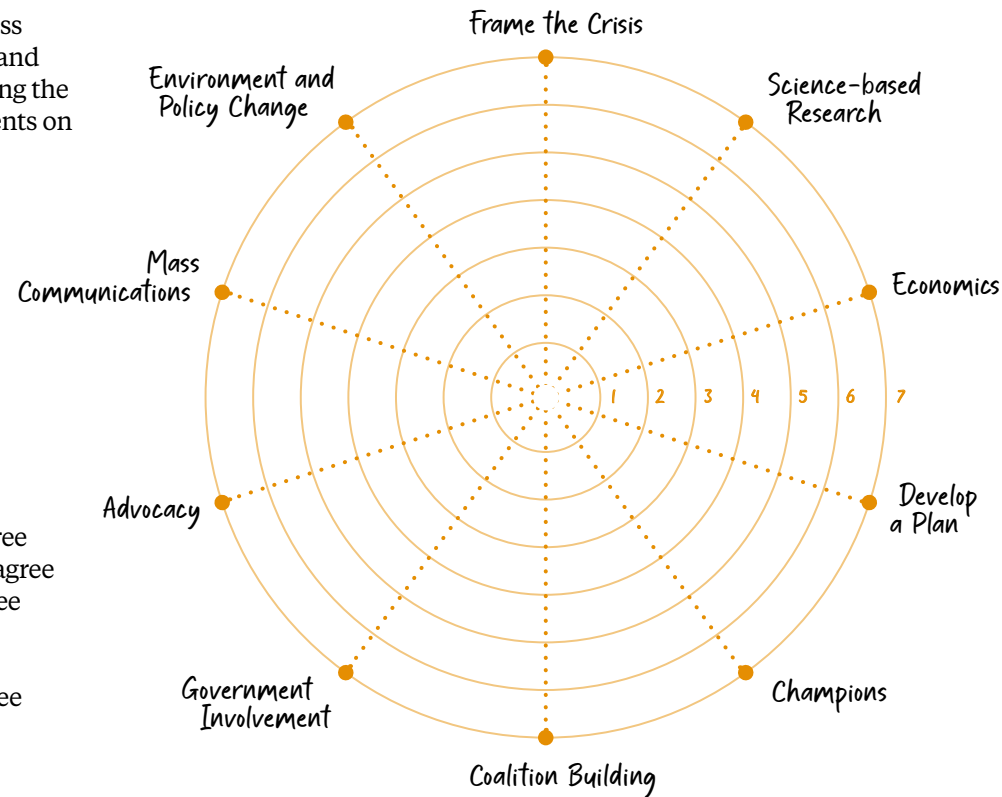


Creating a Social Movement: Readiness Diagnostic

Complete this short assessment to find out your level of readiness for playing a role in creating a social movement to tackle a Grand Challenge.

Rate your readiness to undertake a Grand Challenge, by rating the following statements on a scale of 1-7.

- 1 = strongly disagree
- 2 = somewhat disagree
- 3 = slightly disagree
- 4 = neutral
- 5 = slightly agree
- 6 = somewhat agree
- 7 = strongly agree



Frame the Crisis: We have framed our Grand Challenge in a way that conveys the risk or threat to safety and well-being that is serious and imminent.

Science-based Research: We have gathered solid facts from unbiased scientific research that support our case and are making it publicly available.

Economics: We have models of the significant expenses associated with the current crisis and can demonstrate the cost of failure to act.

Champions: We have active, committed individuals involved, including capable leaders who stand ready to assist.

Coalition Building: We have built networks of organizations and individuals that share a commitment to our Common Agenda.

Government Involvement: We have gained the support of political leaders at the federal, state, and local levels.

Develop A Plan: We have a strategy that is easy to understand that is actively being shared.

Advocacy: We know where there is resistance that threatens our success and are engaged in efforts to sway the influencers.

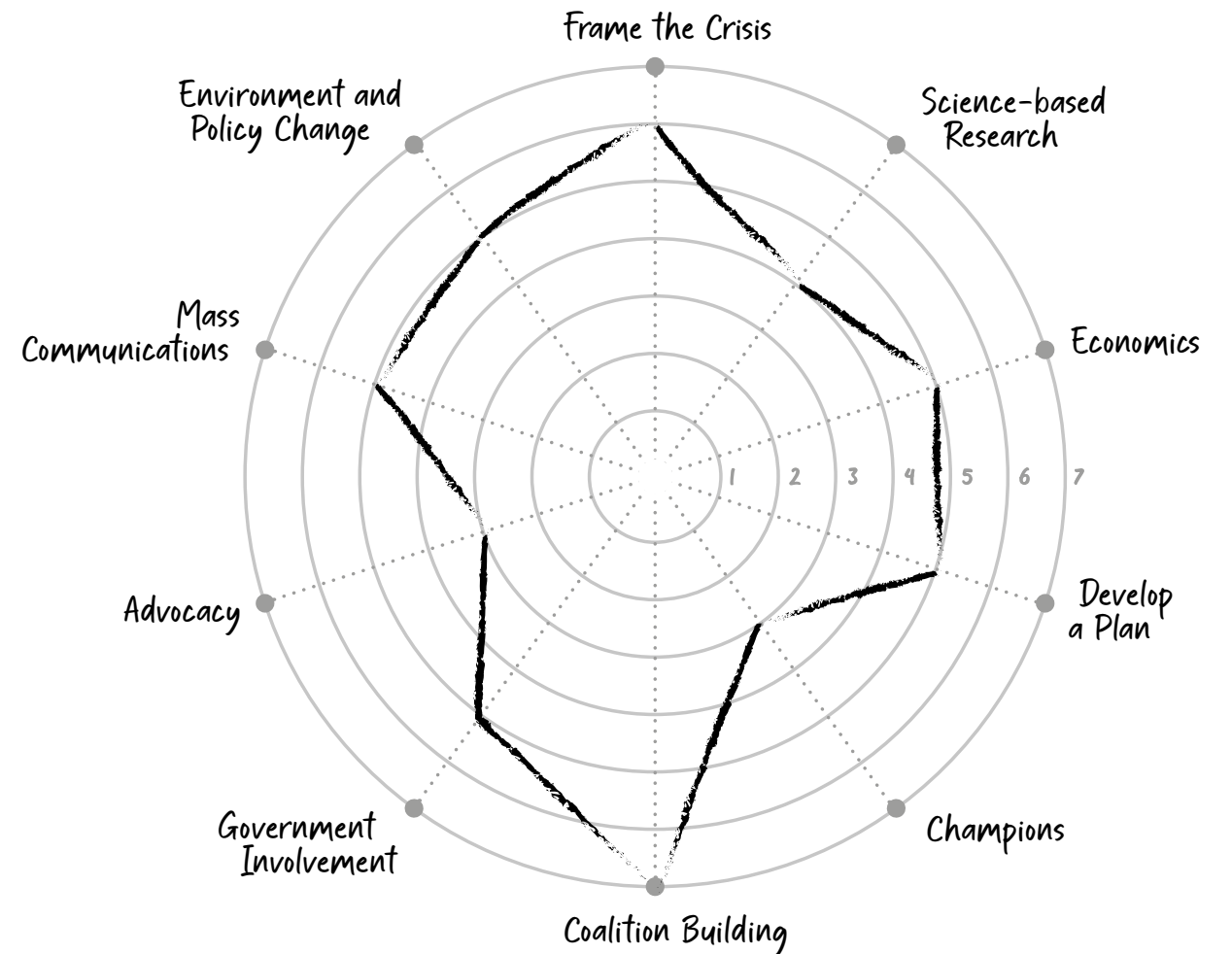
Mass Communications: We have planned an integrated media campaign designed to inform and influence our target audience.

Environment and Policy Change: We are engaged in changing the environment and the relevant policies to support our end state.

Interpreting the Diagnostic

A Grand Challenge that is high-functioning in all areas will show as a large, smooth, round wheel because each score is near the rim. Each area that falls short of the highest score represents an area

where additional effort is needed. The numerical total of ratings is not meaningful; it is the shape they reveal that shows where weakness exists.



Here, we see a lopsided wheel. This initiative is weak on Science-based Research, Champions, and Advocacy. It is quite strong on Economics and Planning. There is adequate Government Involvement and a lot of Coalition Building.

This wheel reveals a group that needs to hire a researcher, gather evidence, and deploy more Champions to advocate for it, in order to have more efficacy.

See the Appendix for more on how to use this diagnostic.