

LEVEL 1

QUICK START

GET CLARITY. TAKE THE FIRST STEP.

You don't need all the answers. You just need the Courage to take the first step and START.



- ✓ You have a challenge you care about, but aren't sure where to begin.
- ✓ You want practical tools to think clearly and make smart decisions.
- ✓ You're ready to take action — step by step.

WHAT YOU'LL ACHIEVE

In 45-60 minutes, you'll:

- 💡 Understand your issue better
- 🔍 Identify what matters most
- 📝 Build a strategy that makes sense
- ✅ Feel ready to take your next move

01

YOUR 5 ESSENTIAL TOOLS

1



THE PROBLEM TREE

Find the root causes of your issue so you can solve the right problem.

*Dig deeper.
Solve smarter.*

2



SWOT ANALYSIS

Understand your strengths, weaknesses, opportunities, and threats.

*Know yourself.
Know your context.*

3



ADVOCACY STRATEGY CANVAS

Map your objective, audience, asks, allies, and tactics in one clear plan.

*See the big picture.
Plan with purpose.*

4



MESSAGE BOX FRAMEWORK

Craft messages that resonate, persuade, and move people to action.

*Say it simply.
Make it stick.*

5



AFTER ACTION REVIEW

Reflect on what worked, what didn't, and how to improve next time.

*Learn. Adapt.
Do better next time.*

Small steps lead to big change.

TIPS FOR THIS PATH



Set a timer. 45-60 minutes is enough to make real progress.



Be honest. The better your answers, the better your strategy.



Work together. Fresh perspectives make your plan stronger.



Perfect is not the goal. Clarity > perfection. Action > overthinking.

READY TO BEGIN?



SCAN OR VISIT TO UNLOCK OTHER LEVELS



You can always come back and explore Levels 2 and 3 whenever you're ready!





I.

UNDERSTAND THE CONTEXT

*Before we act,
we understand.*

Great strategies start with a
clear understanding of the
world around us.



**The better we understand the
context, the better we can create
change.**



THE PROBLEM TREE

Identify roots. Understand effects. Create change.

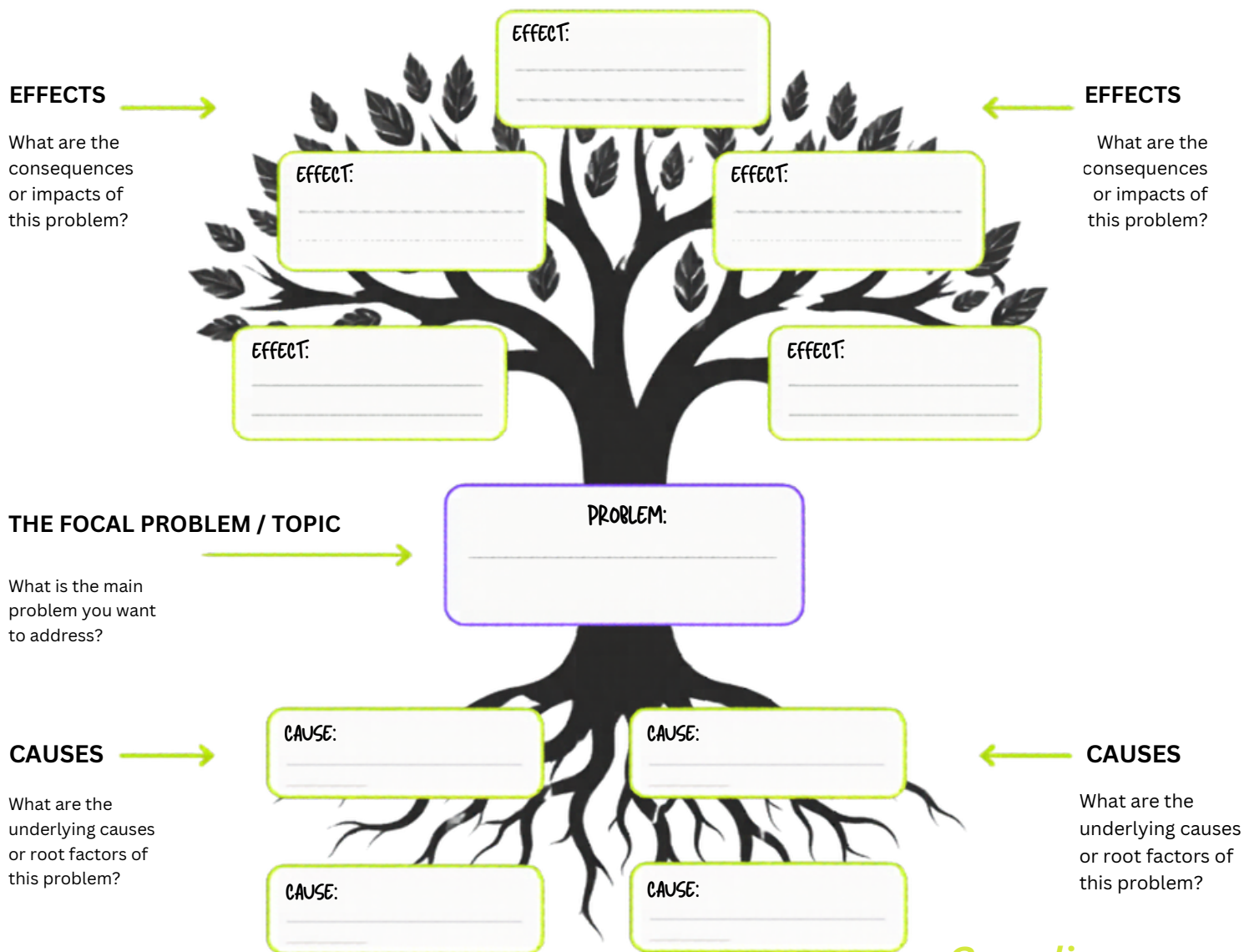


The Problem Tree helps you explore a problem in depth. It shows how causes (roots) lead to the problem (trunk), and how that problem creates effects (branches).

→ Use it to understand the full picture and identify priority areas for action.



*Dig deep.
Think root causes,
not just symptoms.*



REFLECTION

- What surprised you the most as you mapped your problem?
- What root cause do you think is the most important to address?
- What effects are most urgent or concerning?
- What could change if this problem was solved?

**Go online
Ask Civis**

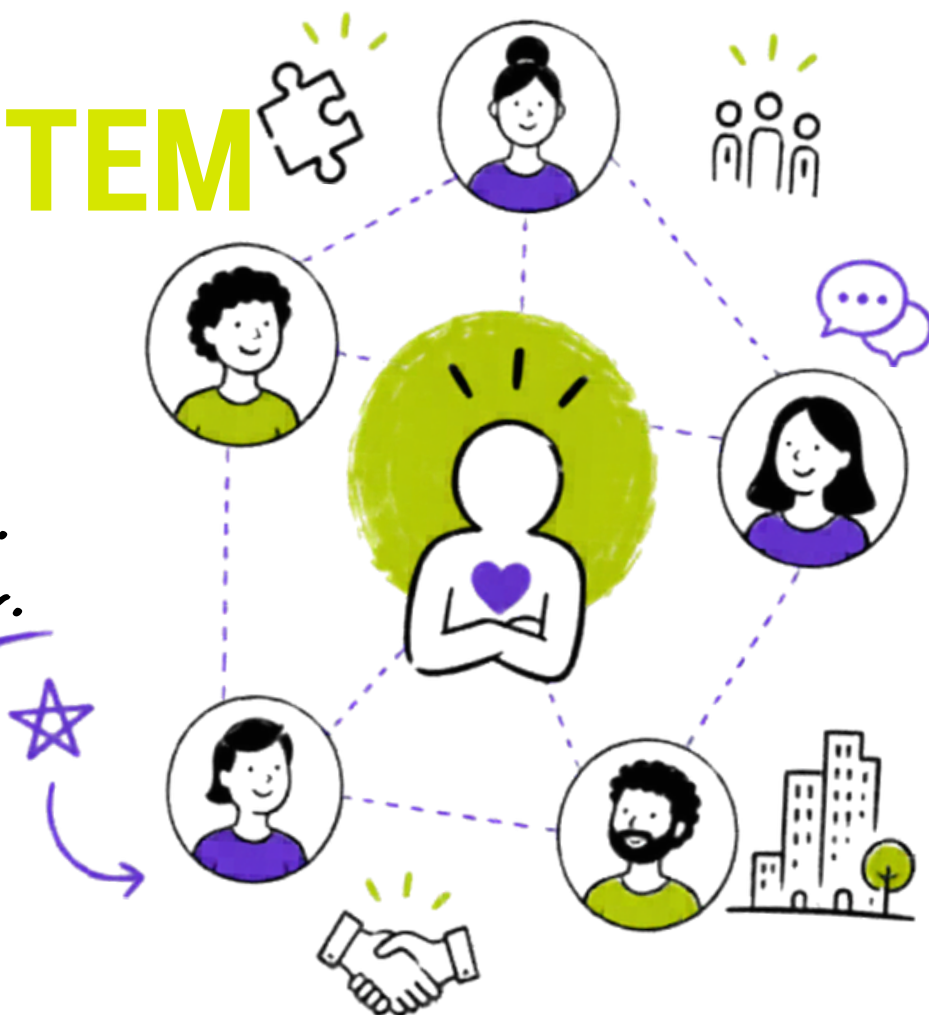


II.

UNDERSTAND YOURSELF AND YOUR ECOSYSTEM



*Know yourself.
Know your people.
Know your power.*



WHAT IS SWOT?

Wanna know more?

Ask Civis



A SIMPLE
FRAMEWORK
FOR MAKING
SMARTER
DECISIONS.

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. It helps us understand our situation from different angles so we can **plan, act, and grow**.



STRENGTHS

INTERNAL + POSITIVE

These are the things we do well or the advantages we have over others. They are inside our organization or under our control.

KEY QUESTIONS

- ✓ What do we do really well?
- ✓ What resources or assets do we have?
- ✓ What makes us unique or better than others?
- ✓ What are our biggest achievements?



WEAKNESSES

INTERNAL + NEGATIVE

These are the areas we struggle with or lack. They can hold us back or put us at a disadvantage. They are inside our organization or under our control.

KEY QUESTIONS

- ! What do we need to improve?
- ✓ What skills or resources are missing?
- ✓ What processes are not working well?
- ✓ What are others doing better than us?



OPPORTUNITIES

EXTERNAL + POSITIVE

These are external factors or trends we can take advantage of to achieve our goals or grow. They are outside our control.

KEY QUESTIONS

- ★ What trends or changes can we use?
- ★ Are there new markets or partnerships?
- ★ What external strengths can we leverage?
- ★ What opportunities exist in our environment?



THREATS

EXTERNAL + NEGATIVE

These are external risks or challenges that could hinder our progress or negatively impact our success. They are outside our control.

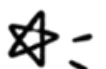
KEY QUESTIONS

- ✗ What challenges or risks do we face?
- ✗ What does our competition look like?
- ✗ Are there economic or market threats?
- ✗ What could prevent us from achieving our goals?

WHY IT MATTERS



By understanding our Strengths, Weaknesses, Opportunities, and Threats, we can make better decisions, solve problems, and create a plan for success.



Be real.
Be clear.
Build better
strategies.

SWOT ANALYSIS



UNDERSTAND YOUR CONTEXT. BE HONEST

STRENGTHS

INTERNAL + POSITIVE

What gives us an advantage?

-
-
-
-
-

OPPORTUNITIES

EXTERNAL + POSITIVE

What opportunities can we use to our advantage?

-
-
-
-
-

WEAKNESSES

INTERNAL + NEGATIVE

What slows us down or holds us back?

-
-
-
-
-

THREATS

EXTERNAL + NEGATIVE

What external risks or challenges could impact us?

-
-
-
-
-

OUR
CONTEXT

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WHAT'S NEXT?



IDENTIFY

the most important
points in each area.



PRIORITIZE

what matters
most right now.



TAKE ACTION

use our strengths,
fix gaps, and seize
opportunities!

Better
decisions.
Stronger
impact.

OUR GOAL:

Identify and understand the people and organizations who influence or are affected by our advocacy.

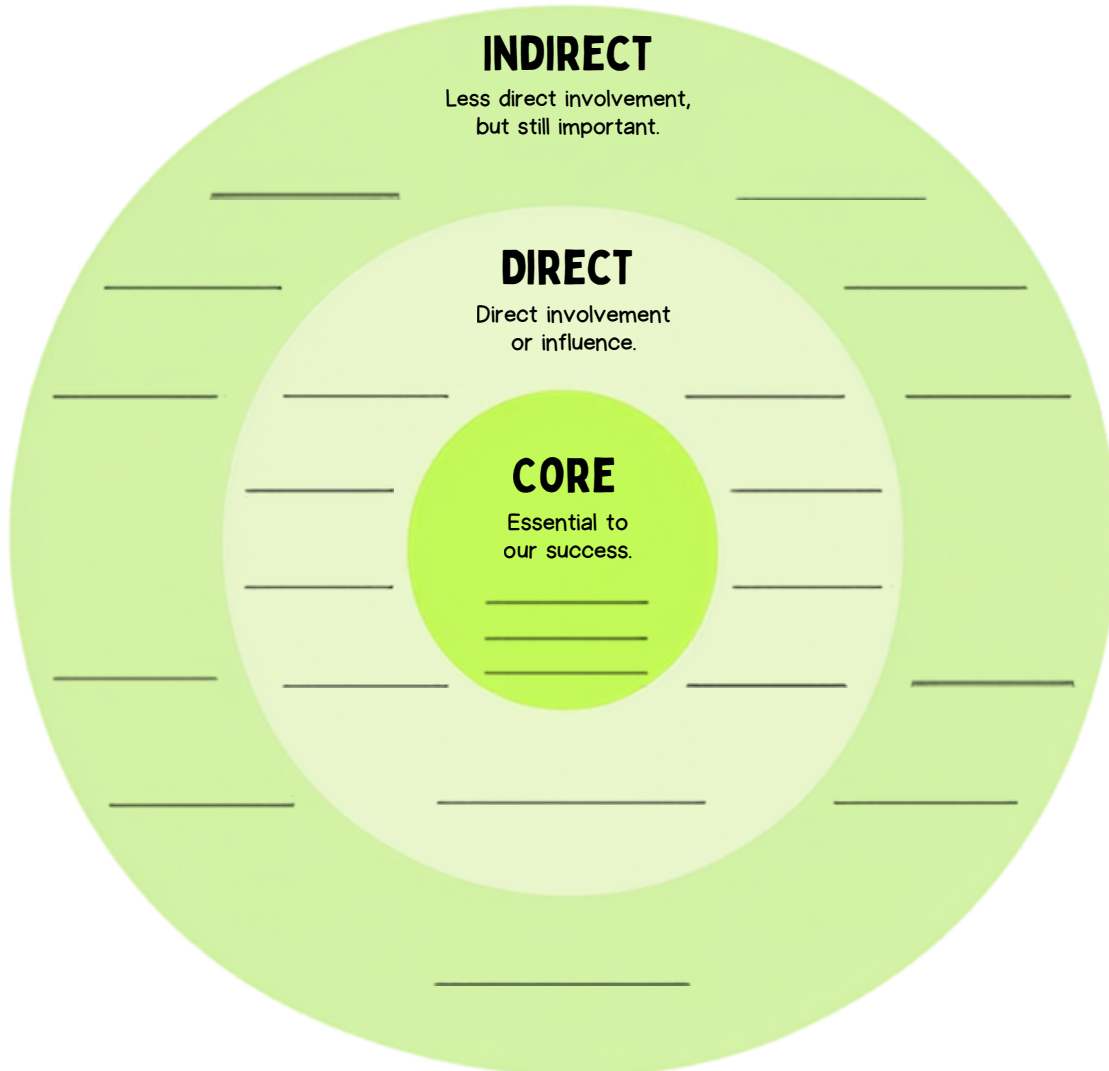


STAKEHOLDER MAPPING

WHO MATTERS. WHO INFLUENCES. WHO WE ENGAGE.

Use this tool to identify key stakeholders in your issue or campaign. Place them in the circle that best represents their level of involvement or influence.

Not sure?
Ask Civis



REFLECTION



Who are our most important stakeholders (core)?

→ Who do we need to engage more directly (direct)?

→ Who can support or influence us from the outside (indirect)?

→ Are there any missing voices we should include?

OUR NEXT STEPS



Based on our map, what actions will we take?

1

2

3

III.

DESIGN YOUR STRATEGY

*Big change starts
with a solid plan.*

Good strategies are
intentional, flexible,
and future-ready.





OUR GOAL:

Design a powerful advocacy strategy that drives change and creates impact.



ADVOCACY STRATEGY CANVAS

ONE PLAN. ONE VOICE. BIGGER IMPACT.

Use this canvas to bring your advocacy strategy to life.
Keep it clear. Keep it focused. Keep it people-centered.

Test your results

Ask Civis



1. OUR GOAL

What change do we want to see?



2. DECISION-MAKER

Who has the power to make or influence this change?



3. TARGET AUDIENCE

Who do we need to reach, mobilize, or influence?



4. OUR ASK

What are we asking the decision-maker (or others) to do?



5. OUR TACTICS

What actions will we take to achieve our goal and influence change?

TACTIC / ACTION



PURPOSE

Why are we doing this?



AUDIENCE

Who is this for?



LEAD / PARTNER

Who is responsible or involved?



RESOURCES NEEDED

What do we need to make it happen?



6. TIMELINE

Key moments and milestones



7. SUCCESS INDICATORS

How will we know we're making progress?
What will success look like?

- _____
- _____
- _____
- _____

RISKS & ASSUMPTIONS

What challenges might we face?
What assumptions are we making?

OUR KEY MESSAGE

What is the main message we want to share?

OUR WHY

Why does this matter to us and our community?



IV.



MOBILIZE AND COMMUNICATE

*The right message.
To the right people.
At the right time.*

**Communicate with clarity.
Mobilize with purpose.**





OUR GOAL:

Communicate in a way that inspires action and creates real change in our community.



MESSAGE BOX FRAMEWORK

FROM PROBLEMS TO PERSUASION

Build messages that connect with what your audience already cares about.



WHY DOES THIS MATTER?



A good message does not start with what YOU want to say. It starts with what YOUR AUDIENCE is experiencing. Use this tool to connect:



The problem they feel



Your proposed solution



The benefits they care about



The values they already believe in

PROBLEMS



What challenges is your audience experiencing?

- What frustrates them? _____
- What worries them? _____
- What barriers do they face? _____

BENEFITS

How will people benefit?

- What improves?
- What becomes easier?
- What becomes possible?



ISSUE

What issue are you trying to address?

VALUES

What matters most to this audience?

- Freedom?
- Security?
- Opportunity?
- Fairness?
- Community?



SOLUTIONS



What are you proposing?

- What action should happen?
- What change are you advocating for?

MESSAGE TEST



Before using your message, ask:

- ☐ Would my audience recognize this problem?
- ☐ Does the solution feel realistic?
- ☐ Are the benefits meaningful to them?
- ☐ Does this connect with their values?
- ☐ Would they repeat this message to others?



THE 30-SECOND TEST



Write your final key message:



SPEAK IT OUT LOUD

- If it sounds natural in a conversation, you're ready.
- If it sounds like a policy paper, simplify it.



V.

LEARN AND ADAPT

*We learn. We grow.
We create more impact.*

**Reflection today.
Stronger impact tomorrow.**

**KEEP LEARNING.
KEEP ADAPTING.
KEEP CHANGING
THE WORLD**



*Small lessons.
Big changes.
Lasting impact.*



OUR GOAL:

Capture lessons while they're fresh so we can adapt and do better next time.



AFTER ACTION REVIEW

PAUSE. REFLECT. LEARN. IMPROVE.

A structured conversation to reflect on what happened, why it happened, and what we'll do differently next time.



TIP

Create a safe space. Be honest, respectful and curious. Focus on learning, not blaming.



HOW IT WORKS

1



SET THE STAGE

Define the purpose, timeline, and who will participate.

2



REVIEW THE FACTS

Agree on what actually happened.

3



ANALYZE & REFLECT

Explore what went well, what didn't, and why.

4



CAPTURE LESSONS

Identify key takeaways and recommendations.

5



DECIDE & ACT

Agree on actions, owners, and timelines.

1. THE BASICS



WHAT DID WE DO?



WHEN & WHERE DID IT HAPPEN?



WHO WAS INVOLVED?



WHAT WERE WE TRYING TO ACHIEVE?

2. THE FACTS

What actually happened?
List the key events or milestones.

3. WHAT WENT WELL?

What worked really well?
What are we proud of?



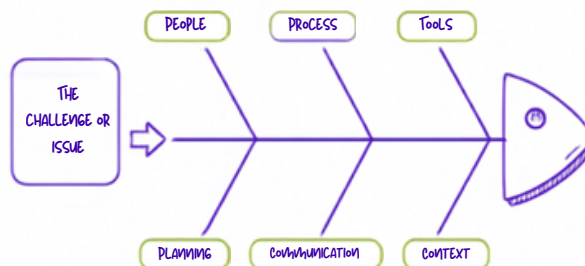
4. WHAT DIDN'T GO WELL?

What challenges or problems did we face? What didn't go as planned?



5. WHY?

Why do you think these things happened? Dig into the root causes.



6. KEY LESSONS

What are the most important lessons we learned?

1

2

3

7. WHAT WILL WE DO DIFFERENTLY NEXT TIME?

What actions will we take based on these lessons?

Test your results
Ask Civis

