

LEVEL 2

CAMPAIGN BUILDER

TURN UNDERSTANDING INTO ACTION.

Every movement starts with a plan. Every plan starts with you taking the first step.



THIS LEVEL IS FOR YOU IF...

- ✓ You want to design a real campaign from start to finish.
- ✓ You need structure, strategy, and practical tools.
- ✓ You're ready to organize, mobilize, and create impact.

WHAT YOU'LL ACHIEVE

In 2-3 hours, you'll:



Understand your context and key actors



Define a clear strategy and goals



Build messages that move people



Track what works and adapt

02

15 POWERFUL TOOLS IN THIS LEVEL



PESTLE



FISHBONE



STAKEHOLDER



POWER
MAP



SMART
GOALS



STRATEGIC
PLANNING



NARRATIVE
CHANGE



AUDIENCE
SEGMENTATION



MOST
SIGNIFICANT
CHANGE



OUTCOME
HARVESTING

Practical tools. Real strategies. Lasting impact.

TIPS FOR SUCCESS



Block time.

Protect 2-3 hours to focus.



Work together.

Great campaigns are built as teams.



Document.

Write, track, and reflect.



Take care.

Sustainable activists create lasting change.

Plan well.
Act together.
Create change.



READY TO
BUILD?



SCAN OR VISIT TO
UNLOCK OTHER
LEVELS



You can always come back and explore [Levels 1 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.**



PESTLE ANALYSIS

Go online
Ask Civis



Understand the big picture.

Use this tool to identify and analyze the key **external factors** that may impact your work. It helps you understand **opportunities**, **threats**, and the context around you.

PESTLE helps you explore the external factors that can influence your issue, organization, or strategy.

P POLITICAL



What political factors could influence your issue or work?

OPPORTUNITIES **THREATS**

E ECONOMIC



What economic conditions or trends could affect your work?

OPPORTUNITIES **THREATS**

S SOCIAL



What social or cultural trends could impact your work?

OPPORTUNITIES **THREATS**

T TECHNOLOGICAL



What technology or innovation could influence your work?

OPPORTUNITIES **THREATS**

L LEGAL



What laws, regulations, or policies could affect your work?

OPPORTUNITIES **THREATS**

E ENVIRONMENTAL



What environmental factors could impact your work?

OPPORTUNITIES **THREATS**

REFLECTION

- Which factors are the most relevant to your issue or context?
- Which are the biggest opportunities you can leverage?
- Which threats should you prepare for or address?
- How can these factors shape your strategy?

FISHBONE DIAGRAM

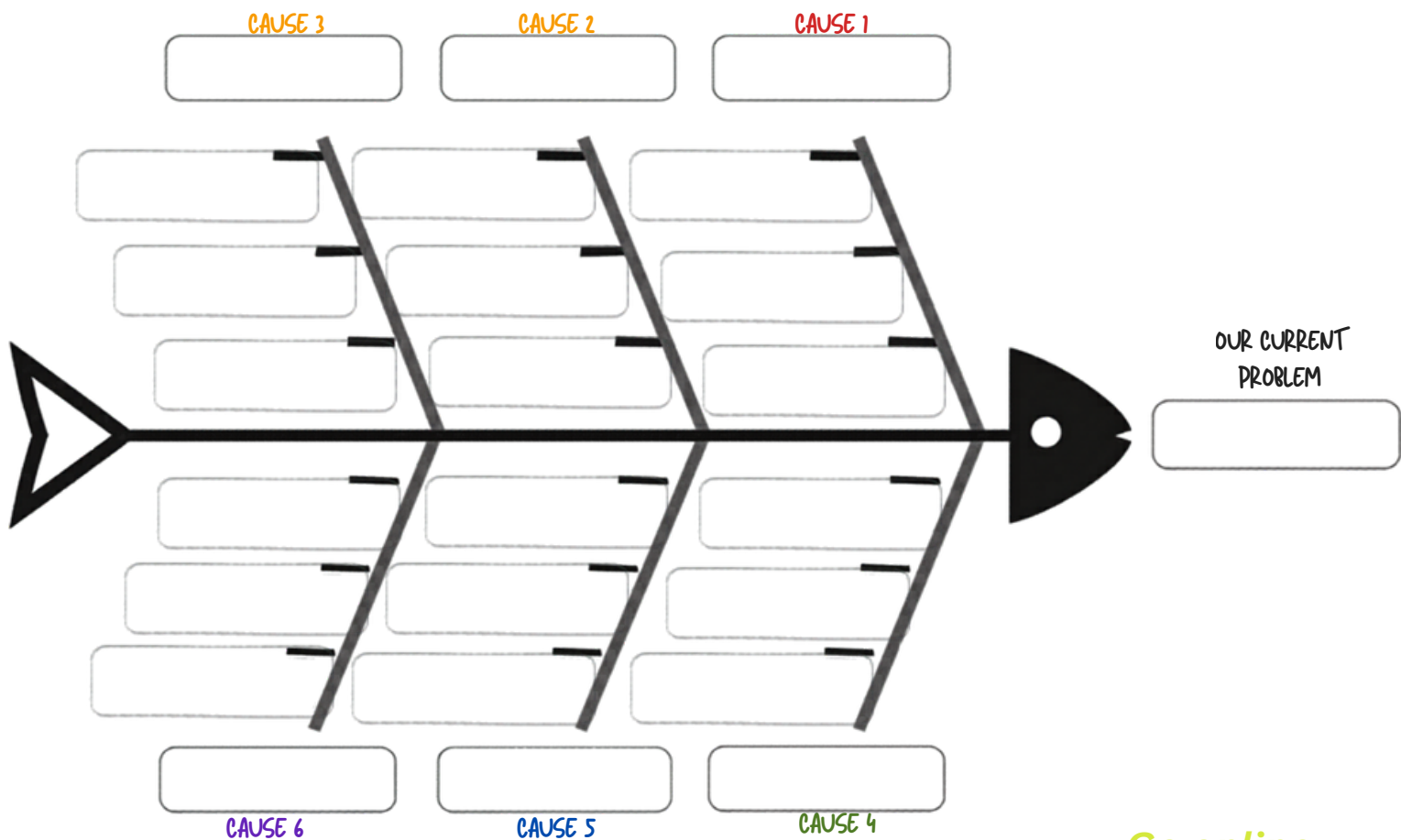


Find the real causes. Solve the right problem.

The Fishbone Diagram (Ishikawa Diagram) helps you identify, explore, and organize **all the potential causes** of a problem.

It's a powerful tool for **structured brainstorming** that helps you dig deeper and find root causes, not just symptoms.

Don't stop at the first cause.
Keep asking "why?" until you get to the root.



REFLECTION

Which causes seem to have the biggest impact?

Which root causes are within your control to address?

What additional information or insights do you need?

What actions can tackle the root causes, not just the symptoms?

Go online
Ask Civis





Make smarter decisions today for bigger impact tomorrow.

RISK AND IMPACT ASSESSMENT MATRIX

Assess, Prioritize, Act.

Not sure?
Ask Civis



Use this matrix to assess the potential impact and likelihood of key **risks and assumptions** related to your intended impact. This will help you prioritize what to explore further.

LIKELIHOOD	IMPACT				
	Negligible	Minor	Moderate	Major	Catastrophic
Very Low	Low	Low	Low	Medium	High
Low	Low	Low	Medium	Medium	High
Medium	Low	Medium	Medium	High	High
High	Medium	Medium	High	High	Extreme
Very High	Medium	Medium	High	Extreme	Extreme

HOW TO USE THIS MATRIX

1



List the key risks and assumptions related to achieving your intended impact.

2



Assess the likelihood of each risk occurring.

3



Assess the potential impact if the risk does occur.

4



Plot each risk on the matrix to see its overall level.

5



Focus on High and Extreme risks—these are your top priorities to investigate and mitigate.

OUR FUTURE.
OUR CHOICES.

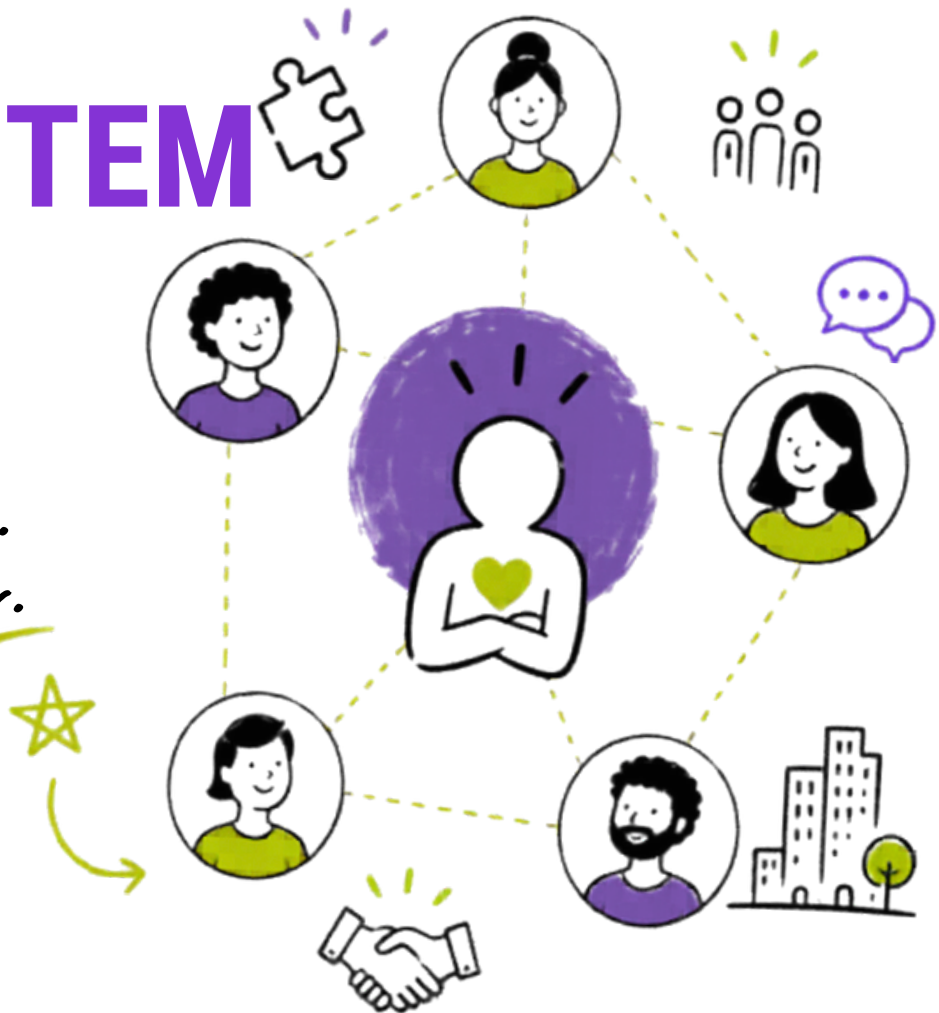


II.

UNDERSTAND YOURSELF AND YOUR ECOSYSTEM



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





SWOT INTROSPECTION GAME

Not sure?
Ask Civis



You. Your context. Your truth.

HOW TO PLAY

- 1 Find a quiet space. You need just you and your thoughts.
- 2 Take a deep breath. Be honest with yourself.
- 3 Read each question slowly and reflect deeply.
- 4 Write your answers in this page.
- 5 Use your insights to take action and grow.



S

STRENGTHS

What are my greatest strengths?



What am I really good at?

What resources do I have (skills, qualities, people, opportunities)?

W

WEAKNESSES

What areas do I struggle with?



What holds me back from being my best self?

What bad habits or mindsets do I need to change?

my
CURRENT
REALITY

O

OPPORTUNITIES

What opportunities are around me that I can take advantage of?

What trends or changes could I use to my benefit?

What could I do that would move me closer to my goals?



T

THREATS

What challenges or obstacles could get in my way?

What external factors could impact my progress?

What risks should I be aware of?



REFLECTION TIME



After completing your SWOT, take a moment to reflect:

What surprised me the most?

What did I learn about myself?



FROM INSIGHT TO ACTION

Based on your answers, what is ONE small step you can take this week to move forward?

My commitment to myself



CAME Analysis

TURN INSIGHTS
INTO STRATEGY.
TAKE ACTION.
CREATE IMPACT.

Not sure?
Ask Civis



OUR GOAL:
MAKE SMARTER
DECISIONS TODAY
FOR BIGGER
IMPACT
TOMORROW.

CAME ROADMAP

FROM INSIGHTS TO ACTION.

Not sure?
Ask Civis



	1. WHAT WE FOUND (FROM SWOT)	2. WHAT WE WILL DO (CAME ACTION)	3. EXPECTED IMPACT (RESULTS)
C CORRECT WHAT WEAKNESSES DO WE NEED TO FIX?	WRITE IT HERE	OUR ACTIONS	THE IMPACT WE WANT
A ADAPT WHAT THREATS DO WE NEED TO PREPARE FOR?	WRITE IT HERE	OUR ACTIONS	THE IMPACT WE WANT
M MAINTAIN WHAT STRENGTHS MUST WE KEEP BUILDING ON?	WRITE IT HERE	OUR ACTIONS	THE IMPACT WE WANT
E EXPLOIT WHAT OPPORTUNITIES CAN WE TAKE ADVANTAGE OF?	WRITE IT HERE	OUR ACTIONS	THE IMPACT WE WANT
NEXT STEPS: WHAT WILL WE DO FIRST?			
1	2	3	

small steps. Big impact.

POWER MAP

Not sure?
Ask Civis



UNDERSTAND INFLUENCE. BUILD STRATEGY. CREATE IMPACT.

A Power Map helps you identify the people, groups, or organizations connected to your project and understand their level of power and interest.

SUCCESS STARTS
WITH KNOWING WHO
CAN HELP (OR HURT)
YOUR MISSION.

HOW TO USE IT

- 1 List key people, groups, or organizations related to your project.
- 2 Place each one on the map based on their **POWER** and **INTEREST**.
- 3 Use the insights to decide how to engage with each stakeholder.
- 4 Review and update your map as relationships and contexts change.

WHAT DO THEY MEAN?



POWER

The ability to influence or make decisions.



INTEREST

The level of interest or concern in your project.



CLOSENESS

How clear they are to work with or community.



INFLUENCE TYPE

Can they support, neutral, or oppose your mission?

HIGH

POWER

LOW

KEEP SATISFIED



They have power but may not be very interested in your project.

WHAT TO DO:

- Keep them informed.
- Show how your work aligns with their goals.
- Build trust and maintain a positive relationship.

WHO?

MANAGE CLOSELY



They have power and are very interested in your project. They are key players!

WHAT TO DO:

- Involve them in decisions.
- Engage regularly.
- Leverage their support and collaboration.

WHO?

MONITOR



They have low power and may not be very interested.

WHAT TO DO:

- Monitor their activity.
- Keep them updated occasionally.
- Potential allies in the future.

WHO?

KEEP INFORMED



They are interested in your project but have limited power.

WHAT TO DO:

- Keep them informed.
- Listen to their insights.
- Empower and mobilize them as ambassadors or supporters.

WHO?

LOW

INTEREST IN PROJECT

HIGH

PLOT YOUR STAKEHOLDERS

STAKEHOLDER	POWER (H/L)	INTEREST (H/L)	CLOSENESS (CLOSE / SOME / FAR)	INFLUENCE TYPE (+ / 0 / -)
1				
2				
3				
4				
5				

INFLUENCE TYPE: + SUPPORTIVE

0 NEUTRAL

- OPPOSED

REFLECTION



WHO ARE OUR MOST IMPORTANT ALLIES?



WHO COULD BLOCK OR CHALLENGE OUR WORK?



WHO CAN WE ENGAGE MORE INTENTIONALLY?



RELATIONSHIPS CHANGE.
KEEP YOUR MAP ALIVE!



III.

DESIGN YOUR STRATEGY

*Big change starts
with a solid plan.*

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



SMART GOALS

Test your results

Ask Civis



*Plan with intention.
Act with purpose.*

SMART goals help you turn your ideas into clear, achievable objectives. Use this tool to make sure your goals are: **Specific, Measurable, Achievable, Relevant, and Time-bound.**

HOW TO PLAY

- 1 Choose or write a goal you want to achieve.
- 2 Work through each SMART element.
- 3 Score points as you go!
- 4 Aim for 25 points ✨
- 5 SMART GOAL MASTER! 📌



YOUR SCORE

/25

GOAL BUILDER

What is the goal you want to achieve?



Write your specific goal:

How will you measure it?

Why is it achievable?

Why is it relevant?

What is the deadline?

ACTION PLAN

What are the 3 key actions you will take to achieve this goal?

- 1
- 2
- 3

Challenge yourself, track your progress, celebrate your wins!

PREDICT YOUR SUCCESS

On a scale from 1 to 5, how confident are you that you will achieve this goal?



REFLECTION

- What is the first step you will take?
- What could get in the way of achieving this goal?
- How will you stay motivated?
- When will you review your progress?

STRATEGIC PLANNING MODELS

Questions?
Ask Civis



Choose the right strategy based on your context, **realities**, and **capacities**. There is no one-size-fits-all.

THREE STRATEGIC APPROACHES

OFFENSIVE STRATEGY (GROW & EXPAND)



Focus on growth, innovation, and creating new opportunities. Ideal when you have the resources and the context is **favorable**.

WHEN TO USE IT

- Opportunities in the environment are favorable.
- You have strong capabilities and resources.
- You want to expand your impact or reach new audiences.

KEY ACTIONS

- Innovate and create value.
- Invest in growth and partnerships.
- Take calculated risks.
- Position yourself as a leader.

DEFENSIVE STRATEGY (PROTECT & OPTIMIZE)



Focus on protecting what you have, optimizing processes, and minimizing risks. Ideal in **uncertain** or highly **competitive** contexts.

WHEN TO USE IT

- The environment is uncertain or unstable.
- Resources are limited.
- You need to protect your position or strengthen internal operations.

KEY ACTIONS

- Improve efficiency and reduce costs.
- Strengthen internal capacities.
- Manage risks proactively.
- Protect key relationships.

REORIENTATION STRATEGY (ADAPT & TRANSFORM)



Focus on adapting, learning, and transforming your approach. Ideal when your context or goals have **changed** significantly.

WHEN TO USE IT

- Your context has changed significantly.
- Current strategies are no longer effective.
- You need to realign your mission, model, or priorities.

KEY ACTIONS

- Listen, learn, and diagnose.
- Redefine priorities and strategies.
- Experiment and iterate.
- Build new capabilities.

HOW TO CHOOSE



1. ANALYZE CONTEXT

Understand your internal situation and external environment.



2. ASSESS CAPACITIES

Identify your strengths, limitations, and available resources.



3. CHOOSE APPROACH

Select the strategy model that best fits your reality and objectives.



4. PLAN & ACT

Define actions, allocate resources, and move forward with focus.

REFLECTION

Which strategy model fits your current context best?

What strengths can you build on?

What changes or actions are needed to move forward?



OUR GOAL:

Turn our vision into action with clear objectives and strategic steps that create impact.



STRATEGIC PLANNING OBJECTIVES & ACTIONS



CLEAR GOALS. SMART ACTIONS. REAL CHANGE.

Great strategies start with clear objectives and intentional actions. Define what you want to achieve and the steps you will take to get there.

OUR OBJECTIVES



What do we want to achieve? List 3–5 key objectives that will move us closer to our goal.

1

2

3

4

5

OUR ACTIONS

What specific actions will we take for each objective?
List the key actions, who is responsible, and the timeline.

KEY ACTIONS

WHO

WHEN

KEY ACTIONS

WHO

WHEN

KEY ACTIONS

WHO

WHEN

KEY ACTIONS

WHO

WHEN

KEY ACTIONS

WHO

WHEN

REFLECTION

Are our objectives aligned with our overall goal?

Do our actions match our capacity and resources?

What could get in the way of our success?

How will we know if we are making progress?

NOTES & IDEAS

Not sure?
Ask Civis



**GOOD PLANS DON'T STAY ON PAPER.
WE TAKE ACTION. WE LEARN. WE CREATE CHANGE.**

IV.



MOBILIZE AND COMMUNICATE

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

Communicate with clarity.
Mobilize with purpose.





OUR GOAL:

Use stories to shift mindsets, influence decisions, and build a more just and sustainable world.



NARRATIVE CHANGE FRAMEWORK

CHANGE THE STORIES. CHANGE THE FUTURE.

Narrative change is a strategy that shifts the stories people believe about issues, ourselves, and each other—so we can change norms, policies, and systems.



KEY DEFINITIONS



NARRATIVE

The short themes and ideas that permeate collections of stories.



NARRATIVE CHANGE

Altering shared beliefs, values, and behaviors by changing the stories we tell in our homes, workplaces, and communities.



NARRATIVE LANDSCAPE

A map of the harmful and helpful narratives that affect how people think about, talk about, and make decisions about issues.



NARRATIVE STRATEGY

The short and long-term efforts to promote certain values and diminish others through specific narratives and stories.

THE 4 STEPS OF NARRATIVE CHANGE

1

UNDERSTAND THE NARRATIVE LANDSCAPE

Map the stories shaping the conversation.

Identify:

- Dominant (status quo) narratives
- Emerging (alternative) narratives
- Absence (missing) narratives



KEY INSIGHTS

2

CHOOSE YOUR NARRATIVE DIRECTION

Decide what needs to shift and why.

Determine:

- Which narratives to amplify
- Which narratives to challenge
- The values you want to advance



OUR FOCUS

3

DEVELOP YOUR NARRATIVE STRATEGY

Design how you will tell better stories.

Consider:

- Key messages & themes
- Story types (data, personal stories, humor, etc.)
- Messengers & messengers influencers
- Channels & platforms
- Timing & opportunities

OUR APPROACH

4

TAKE ACTION & LEARN TOGETHER

Put stories into the world and adapt.

Plan to:

- Test and iterate
- Listen and learn
- Measure what matters
- Strengthen community story power

OUR NEXT ACTIONS

NARRATIVE HEALTH CHECK



How healthy is the current narrative on our issue?

Our values are reflected in the public story.

☐ ☐ ☐ ☐ ☐

People most affected are at the center of the story.

☐ ☐ ☐ ☐ ☐

Our stories are hopeful and solutions-oriented.

☐ ☐ ☐ ☐ ☐

Our stories are trusted and believable.

☐ ☐ ☐ ☐ ☐

1 = Not at all 3 = Somewhat 5 = Absolutely

STORY QUESTIONS



- ➔ Who benefits from the current story?
_____ Who benefits from the current story? _____
- ➔ Who gets harmed by the current story?

- ➔ What's missing from the conversation?

- ➔ What story do we want people to believe instead?

OUR NORTH STAR STORY



STORIES SHAPE CULTURE. CULTURE SHAPES SYSTEMS.
LET'S TELL STORIES THAT BUILD THE WORLD WE WANT.



TIPS TO REMEMBER

Start with listening.
Center people and lived experience.
Be authentic, consistent, and creative.

Frame solutions, not just problems.
Small stories create big shifts.

OUR GOAL:

Identify and understand the different audiences related to your issue so you can communicate better and influence what matters.

AUDIENCE SEGMENTATION MATRIX

Know your audiences. Speak their language. Build real influence.

Use this matrix to identify and analyze the key audiences relevant to your issue. Segmenting helps you tailor your message, strategy, and engagement.

INFLUENCE / POWER LEVEL (P)

★ LOW

Little to no influence on decisions.

★★ MEDIUM

Some influence or opinion. Can support or block.

★★★ HIGH

Strong influence on decisions and outcomes.

INTEREST / ENGAGEMENT LEVEL (I)

● LOW

Not very interested or aware.

● MEDIUM

Some interest or engagement potential.

● HIGH

Highly interested, impacted, or already engaged.

AUDIENCE Who is this group?	DESCRIPTION Who are they? What is their role?	INTEREST / ENGAGEMENT (I) Low / Med / High ● ● ●	INFLUENCE / POWER (P) 1 (Low) - 3 (High) ★ ★ ★	ATTITUDES & BELIEFS What do they think about the issue?	NEEDS & CONCERNS What matters to them most?	HOW WE CAN ENGAGE THEM Best ways to reach and involve them.
		● ● ●	★ ★ ★			
		● ● ●	★ ★ ★			
		● ● ●	★ ★ ★			
		● ● ●	★ ★ ★			
		● ● ●	★ ★ ★			
		● ● ●	★ ★ ★			

AUDIENCE EXAMPLES



Use this list as inspiration!

Decision-makers / Government officials
Community leaders / Local influencers
Youth / Students Affected communities
General public / Media / Journalists
Private sector Businesses / Civil
society / Donors Funders /
International actors
Opponents / Critics



Add any other audience relevant to your issue!

REFLECTION



→ Which audiences are most important to achieve your goal?

→ Which audiences can help you the most?

→ Which audiences could create challenges or resistance?

→ Which audience do you know the least about and need to learn more?

KEY TAKEAWAYS



Who are your top 3 priority audiences?

- 1
- 2
- 3



What is the key message that each of these groups needs to hear?



What action do you want each audience to take?



THE BETTER YOU KNOW YOUR AUDIENCES,
THE STRONGER YOUR STRATEGY.



OUR GOAL:

Turn awareness into action and build a movement of leaders.



MOBILIZATION FUNNEL

TURN ATTENTION INTO ACTION.

Use this funnel to move people from simply knowing about your cause to becoming active leaders in your movement.



EXAMPLES



- Instagram
- TikTok
- Press
- Friends
- Memes / Digital content



- Follow your page
- Watch videos
- Read stories
- Visit your website
- Attend online events



- Comment
- Share posts
- Attend an event
- Join WhatsApp/Discord
- Sign a petition



- Volunteer
- Protest / Rally
- Contact officials
- Donate
- Take collective action



- Lead a team
- Recruit volunteers
- Facilitate workshops
- Organize campaigns
- Mentor others

1

AWARENESS

How people will discover your issue?



2



INTEREST

How will you keep them interested?

3

ENGAGEMENT

How will they participate?



4



MOBILIZATION

What action should they take?

5

LEADERSHIP

How will you empower them to lead?



MAKE IT YOURS!

Name your funnel:

What is the ultimate impact you want to achieve?



Make each step clear and easy to take.



Remove barriers and reduce friction.



Communicate differently at each stage.



Measure and learn what moves people forward.

REFLECTION

Where are people getting stuck in your funnel?

- | | |
|-------------------------------------|---------------------------------------|
| ☐ Awareness | ☐ Mobilization |
| ☐ Interest | ☐ Leadership |
| ☐ Engagement | |

What's one thing you can do to help more people move to the next stage?



QUICK CHECK

Is your funnel...



- ☐ Simple and easy to understand?
- ☐ Aligned with your audience's needs?
- ☐ Inclusive and accessible?
- ☐ Measurable at each stage?
- ☐ Designed to build long-term leaders?

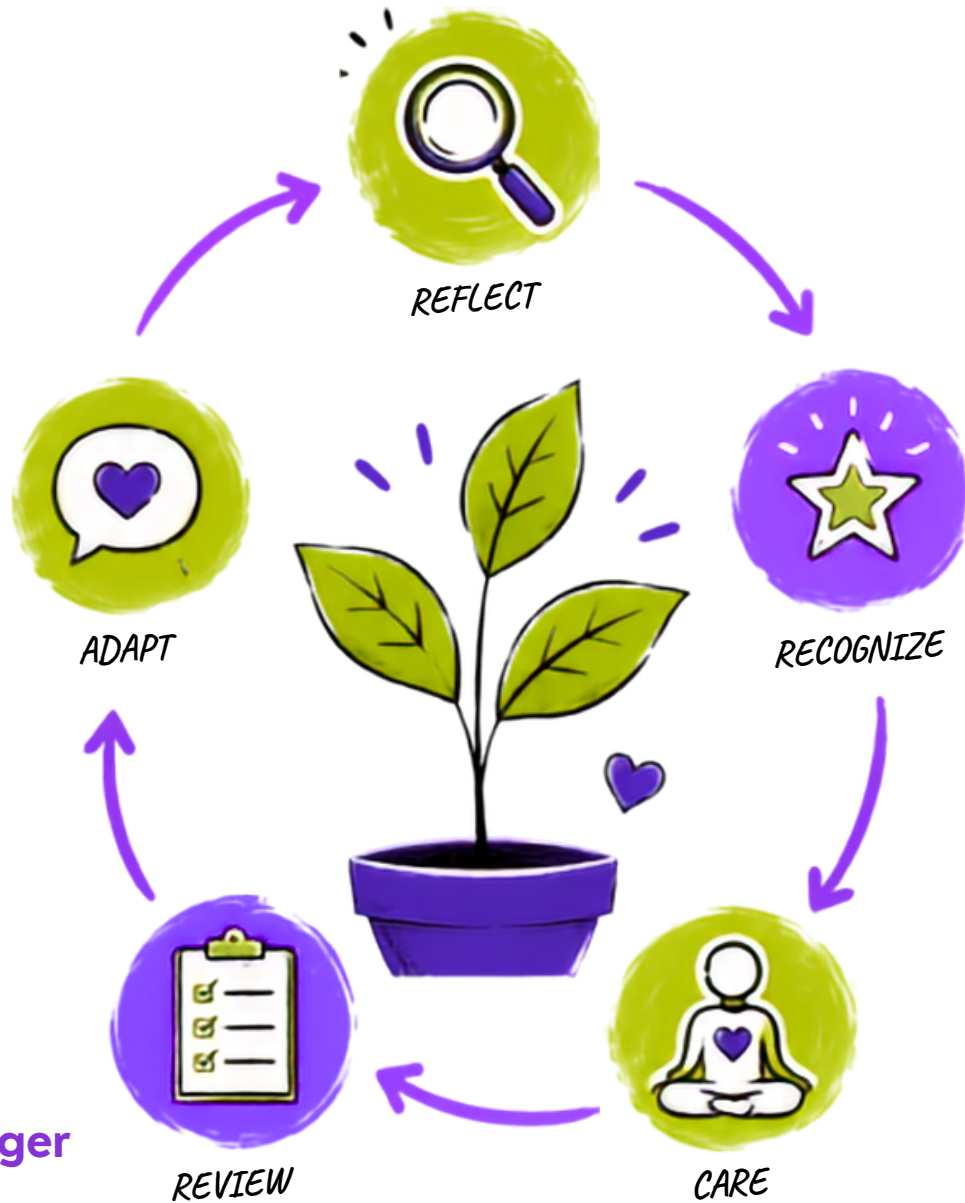
V.

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 and celebrate real changes created by your work. Learn what's working and why it matters.

OUTCOME HARVESTING

SEE THE CHANGE. SHARE THE IMPACT.

Capture the real changes your work is creating—intended or unexpected. These stories help you learn, adapt, and communicate your impact.

TIP

Use open questions like "What has changed for you?" or "What's different because of

HOW IT WORKS

1



TALK TO PEOPLE

Talk to people involved or affected by your work.

2



ASK WHAT CHANGED

Ask what changes they have experienced or observed.

3



RECORD IT

Record the outcome as an outcome story.

4



REFLECT

Analyze and reflect on what you learned.

5



SHARE & IMPROVE

Use these stories to improve your strategy and showcase impact.



OUTCOME STORY

STORY ID: _____ DATE: _____

WHO SHARED THIS STORY? _____

THEIR ROLE / RELATIONSHIP TO YOUR WORK: _____

1

WHAT HAPPENED?

Describe the change or outcome in their own words.

2

SO WHAT?

Why is this change important? What difference does it make?

3

SO WHAT ELSE?

What are the broader effects or ripple impacts of this change?

5

ANYTHING ELSE?

Any additional context, quotes, or reflections?

4

WHAT CONTRIBUTED?

What do you think contributed to this change?

OUTCOME TYPE (check all that apply)

- | | |
|--|---|
| ☐ Knowledge / Awareness | ☐ Relationships / Networks |
| ☐ Attitudes / Beliefs | ☐ Policies / Systems / Practices |
| ☐ Skills / Capacity | ☐ Conditions / Environment |
| ☐ Behavior / Actions | Other: _____ |

REFLECTION & LEARNING



WHAT IS WORKING WELL?

Why do you think it's working?



WHAT IS NOT WORKING?

What do you need to change?



WHAT WILL YOU DO NEXT?

How will you build on these outcomes?

SHARE YOUR IMPACT

Which outcomes tell the strongest story of your impact?

- _____
- _____
- _____

Where will you share these stories?

- | | |
|---|---|
| ☐ Social media | ☐ Policy advocacy |
| ☐ Reports / Donors | ☐ Website / Newsletter |
| ☐ Community meetings | Other: _____ |

OUTCOME PATTERNS

Look across all your stories. What patterns or trends do you see?

Top 3 outcomes we are most proud of:

- _____
- _____
- _____

Unexpected outcomes: _____

EXAMPLE OUTCOME STORY (INSPIRATION)

"Before the workshops, I didn't know I could speak at city council. Now I feel confident to share my ideas and they actually listened to me."

Outcome Type: Skills / Capacity, Behavior / Actions

EVERY STORY COUNTS, EVERY CHANGE MATTERS.
KEEP LISTENING, KEEP LEARNING, KEEP LEADING.



OUR GOAL:

Let the people you work with define success in their own words.



MOST SIGNIFICANT CHANGE

DISCOVER THE CHANGE THAT MATTERS MOST.



A participatory way to identify, select and reflect on the changes that are most significant to the people your work is intended to benefit.



WELLBEING & BURNOUT ASSESSMENT



OUR GOAL:

Sustainable changemakers start with sustainable mindsets, habits and support systems.



TIP

Check in with yourself regularly, not just when you feel overwhelmed. Prevention is powerful.

TAKE CARE OF YOURSELF.
YOU CAN'T POUR FROM AN EMPTY CUP

A simple self-check to recognize your wellbeing, prevent burnout and take action.

1. HOW ARE YOU DOING?

Rate yourself in each area from 1 (Struggling) to 5 (Thriving). Be honest. This is just for you.



MENTAL

I feel calm, focused and able to think clearly.

1 2 3 4 5



PHYSICAL

I have energy, am sleeping well and taking care of my body.

1 2 3 4 5



EMOTIONAL

I feel able to manage stress and my emotions.

1 2 3 4 5



SOCIAL

I feel connected and supported by people I trust.

1 2 3 4 5



PURPOSE

My work feels meaningful and aligned with my values.

1 2 3 4 5



WORK BALANCE

I have boundaries and time to rest, disconnect and do what I enjoy.

1 2 3 4 5



GROWTH

I feel motivated, learning and growing.

1 2 3 4 5

2. CHECK YOUR LEVEL

Add up your total score (out of 35).



29 - 35 THRIVING

You're doing well! Keep doing what works and stay consistent.

20 - 28 MANAGEABLE

You're holding up, but there are areas to nourish. Small changes can make a big difference.

10 - 19 AT RISK

You're running on empty. Prioritize rest, support and boundaries.

BELOW 10 BURNOUT ZONE

Your wellbeing is in danger. It's time to pause and seek support.

TOTAL SCORE:

3. SIGNS OF BURNOUT

Check any that feel true for you.

- ☐ Constant fatigue, no matter how much I rest
- ☐ Feeling cynical or disconnected
- ☐ Decreased motivation or sense of purpose
- ☐ Irritability or feeling easily overwhelmed
- ☐ Trouble concentrating or making decisions
- ☐ Physical symptoms (headaches, tension, stomach issues)
- ☐ Withdrawing from people and activities
- ☐ Feeling like my work is never enough
- ☐ I don't have time for myself – ever



If you checked 3 or more, it may be time to take action. You matter. Your wellbeing matters.

4. WHAT GIVES YOU ENERGY?

List the activities, people or things that recharge and inspire you.



Make time for what fuels you without guilt.

6. MY WELLBEING ACTION PLAN



I WILL START
(Small habits)



I WILL STOP
(Draining habits)



I WILL SEEK SUPPORT FROM
(People / Resources)