

Define Your Issue and Your Strategy

Use this worksheet to record some issues that you would like to see changed (remember that your issue is your “ask” – specifically what you would like to see changed). And then begin to strategize around that issue, answering the questions to help you hone your strategy to address the issue.

Issue	Strategy					
Issue #1:	History and Context	Whose support do you need?	How will you get support?	How will you show their support?	To whom will you direct your ask?	Plans for immediate follow-up?
Issue #2:						
Issue #3						

