Collective Action Canvas

Focus collective attention with this visual action strategy.

GROUP/TEAM

DATE

PERSONAL VALUE 🙂

COVERAGE %

What interests do participants have and want to use or improve by working in this collective?
What social and cultural capital can be created or shared?

ENGAGEMENT

COVERAGE %

How do we keep participants engaged to continuously improve their interest in this collective?

CULTURE

COVERAGE %

What are the cultural values of this collective and how do we achieve them?

WHAT?
What are the outcomes?

HOW?
How do we do it?

FEEDBACK 👍

COVERAGE %

Both internally and externally; what actionable and measurable feedback do we collect and how is it used to improve the collective?

CAPABILITY

COVERAGE %

What is our resource capability for all work that needs to be done?

WHY?
Why do we care?

MEASUREMENT 📏

COVERAGE %

How do we measure the effectiveness of this collective?

SPONSORS 💰

COVERAGE %

Who is sponsoring our collective?
How do we retain or increase sponsorship?
How are we empowered to run our collective?

POWER 📢

How do we project power?
What do we do to communicate with and influence external entities?