

Campaign Capstone Worksheet

Build the full campaign plan for a fight you care about, integrating the whole tier — and name the one lesson from history you'll apply.

Zones and goal

Zones

Your allies, the movable middle, the opposition, and your coalition seed (4.1).

SMART goal

One SMART goal and your three Big Rocks (4.2).

Architecture and setbacks

Escalation ladder

Your escalation ladder and the two or three fronts you'll push on (4.3).

Likely setback

The most likely setback, classified, with your pivot-or-persist plan ready (4.4).

Leverage and measurement

Leverage

If a government body is involved: the committee, the staff, and the inside champion (4.5).

Measure

The one outcome metric that tells you if you're winning (4.7).

The lesson from history

Which lesson will you apply — Montgomery's organization-as-weapon, the grape boycott's find-the-leverage-you-actually-have, or Ganz's public narrative (self / us / now)? Write it out and how it applies to your fight.

Self-check — what the three cases share

My plan has infrastructure behind it, not just enthusiasm (Montgomery)

I've found the pressure point I can actually reach, even if it's not the front I started on (grape boycott)

I can state my Story of Self, Story of Us, and Story of Now in one breath (Ganz)

The plan marries a true, human story with disciplined organization — not one without the other