

# HARNESS THE THREE STORMS

*It's not just about posting on social media. It's about being intentional.*

## STORM CREATING:

- Making a BUZZ & disseminating it
  - EXAMPLE: Survivors of sexual harassment and assault sharing #MeToo on social media to shed light on corruption in industries.

## STORM CHASING:

- The art of turning someone's crisis into your opportunity
  - EXAMPLE: Parkland students becoming gun regulation advocates in the aftermath of the shooting at Marjory Stoneman Douglas High School.

## STORM EMBRACING:

- Letting yourself get swept up in the storm
  - EXAMPLE: A Tennessee Cracker Barrel banned a Knox County sheriff's detective who made anti-LGBTQ remarks during a church sermon.

## BUILD YOUR MOVEMENT:

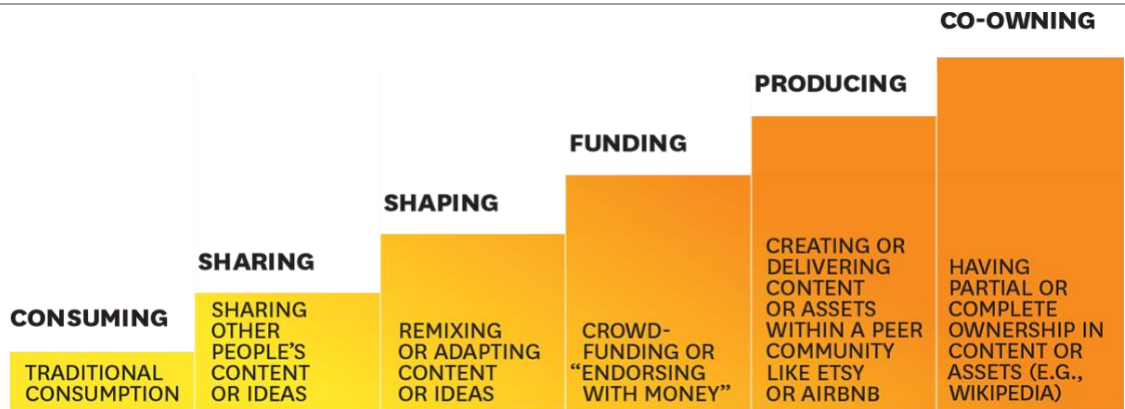
- Make a plan for a storm

---

---

# MOVE PEOPLE UP THE PARTICIPATION SCALE

*People want to have ownership.*



SOURCE JEREMY HEIMANS AND HENRY TIMMS

HBR.ORG

## BUILD YOUR MOVEMENT:

- Write out the levels of participation for your movement.

---

---