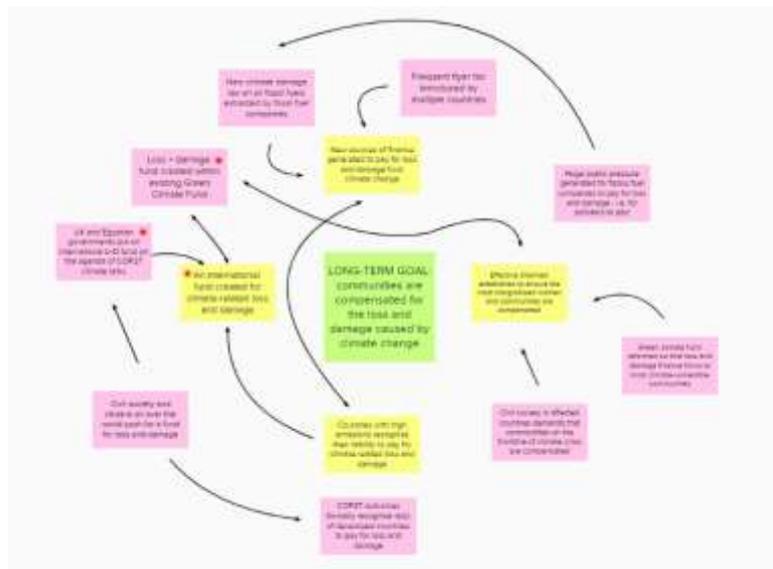


# Advocacy tool: systems thinking map activity guide

Systems thinking can help you identify your advocacy goal. Please refer to the [toolkit](#) (especially section 3) for further guidance.

1. Write your long-term goal in the middle of a page /virtual canvas.
2. Around the long-term goal, write down all the changes that need to happen for the long-term goal to be realized.
3. Start with the bigger changes and then work outwards to the smaller changes.
4. Then, insert arrows to indicate any connections between the changes. This may help you identify the really critical changes that will unlock lots of other changes
5. You have now produced what is known as a 'systems thinking' map – showing the whole system of changes needed and the connections between them.



6. Discuss with your colleagues, partners (and ideally those directly affected by the issue) which change your advocacy will focus on. This will depend on a range of factors (see section 3.3. of the toolkit).
7. Insert a star or asterisk in your map next to the change which your organisation/coalition will seek to secure through advocacy.
8. Articulate your advocacy goal as though the change you seek has already been secured. One way of doing this is to imagine what the newspaper headline will read once your advocacy goal has been achieved.

