



5 STEPS TO SOCIAL CHANGE:

Communities Organising for Power, Social Justice & the Common Good

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What is Community Organising?
Why is it relevant to social housing
providers?



**"If you don't have a seat at
the table, you are probably
on the menu..."**

Winning Social Justice



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Strengthening Community Groups



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Developing Leaders



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Building Relationships between Community Organisations



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VIDEO



5 Steps to Social Change

Leaders from Citizens UK member institutions know they want to make change in their communities. They know that local people experience social injustice, and they want the practical skills that will tackle the causes and bring about sustainable systemic change.

Community organising is not rocket science. The '5 Steps to Social Change' model is accessible to anyone who wants to make change in a democracy where your right to take action and broader civil liberties are protected.



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Step 1: Organise

Citizens ORGANISE: we train people to build relational power (their ability to act) by bringing diverse community institutions together into a team to work for the common good.

The bigger the alliance of organisations, the greater your power to win. An Action Team provides a range of skills & collective leadership.

"You get as much justice as you have the power to compel."

Thucydides

Step 1: Organise Build Relational Power

Build a
TEAM to
lead the
campaign

Form an
ALLIANCE
to grow
your power

Tools: 1-2-1s; Power Analysis;
Turnout; Story-telling



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Step 2: Listen

Citizens LISTEN: we train people to listen to each other and their communities to find out what is putting pressure on citizens, families and communities. We spot issues of social injustice that make people's lives difficult but which they feel powerless to do anything about.

"The first service that one owes to others in the community is to listen to them. Those who cannot listen long and patiently will always be talking past others, and finally will not even notice it. The death of community starts here."
Dietrich Bonhoeffer

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Step 2: Listen

Listen to the Community

Identify &
refine
ISSUES

Increase the
LEGITIMACY
of your
campaign

Find new
LEADERS
to join the
campaign

Tools: Listening Campaign; 1-2-1s;
Neighbourhood Walk; House
Meeting; Story-telling.

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Step 3: Plan

Citizens PLAN: we train ordinary people to act as citizen leaders in their neighbourhoods - to find the issues they can agree on, to research what solution might address the injustice, who has the power to bring that solution about, and what strategy will get Citizens around the negotiating table with the decision-maker.

We do this to work out how to channel anger into constructive action, to judge whether the effort is worth it, and to work out the best tactics.

"The price of a successful attack is a constructive alternative."

Saul Alinsky

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Step 3: Plan

Develop a Strategic Response

Break
problems
down into
BITESIZE
WINNABLE
ISSUES

Identify
SOLUTIONS
& A TARGET
DECISION-
MAKER

Work out
what
ACTIONS
you need to
take to win

Tools: Worthwhile & Winnable;
Problem → Issue → Solution;
Research Actions; Power Analysis.

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Step 4: Act

Citizens ACT: we train people to participate (with hundreds of others) in fun, imaginative, (and legal!) public actions that confront the target and prompt a reaction. The 'reaction' we seek is an invitation to mutually respectful and accountable dialogue in pursuit of change, social justice and the common good.

We also take action because action is like **oxygen** to our organisations.

"Power concedes nothing without demand."

Frederick Douglass

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Step 4: Act

Take Action to get a Reaction

Organise a
MAJOR PUBLIC ACTION to bring
your issue into the public realm

Tools: Research Actions; Power
Analysis; Cycle of Action; 'Organise
an Action' roleplay.

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Step 5: Negotiate

Citizens NEGOTIATE: we train our members to achieve social change by negotiating effectively with decision-makers in government or business world whose decisions impact our members.

Sustainable change is negotiated & sustained through accountable relationships with decision-makers. Communities participating in decision-making contributes to the common good.

"If you don't have a seat at the table, you are probably on the menu!"

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Step 5: Negotiate

Get a Seat at the Table & Negotiate

Get around the table to
NEGOTIATE WITH DECISION-MAKERS and do a deal on the issue you care about

Tools:
Power Analysis; Cycle of Action;
Negotiation Tips; Roleplay.

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Opportunities for Social Housing Providers:

- Join your local Citizens alliance;
- Support the Real Living Wage campaign or Community Sponsorship of Refugees;
- Build community organising capacity into your staff team



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