

Worksheet: Answering the Three Key Questions

The best advocacy tactics and strategies in the world will miss their mark unless they are always pointing towards the Three Key Questions.

1. What do I want?
2. Why do I want it?
3. Who has the power to give it to me?

This is not just true at the start of a campaign, but throughout the campaign, because the answer to #3 can change often and your strategies must change as well. In the Power Prism® framework, these Three Key Questions function as an advocate's North Star, because we need to direct our limited time and resources to influencing those with the power to give us what we want at every step along the way.

How do you answer the Three Key Questions?

1. What do you want?

What is the specific policy or systems change you are seeking to improve a person's likelihood of experiencing body confidence and/or to prevent eating disorders?

2. Why do you want it?

2a. Describe the problem you are trying to address – using published data, when possible.

2b. What is your personal motivation for pursuing this policy change? How has this issue impacted your life or the lives of people you know?

3. Who has the power to give it to you?

3a. Who are the legislative leaders at the very top of the decision-making body considering your bill in your state or city? This could be the senate president, house speaker and possibly the governor – or city council president and mayor if local.

3b. Who are the committee chairs in the committee to which your bill is assigned?

3c. If the committee of jurisdiction has a subcommittee that will consider your bill first, who chairs that subcommittee?

Once you've answered the Three Key Questions, it's time to do some **Pathways of Influence** research to help you understand what makes these people tick so you can tailor your advocacy accordingly.