

Agents for change model

<p><b>Ineffective</b></p>	<p>Promotes positive, widely-held values e.g democracy, freedom, justice, non-violence Grounded in centre of society Protects against charges of ‘extremism’</p>	<p>Uses official channels to make change Uses variety of means: lobbying, legal action, elections Monitors success to assure enforcement, expand success and guard against backlash</p>	<p><b>Ineffective</b></p>
<p>Naïve citizen: Does not realise the power holders and institutions serve elite interests Super-patriot: Blind obedience to power holders and country</p>	<p><b>Citizen</b> <b>Reformer</b> <b>Rebel</b> <b>Change Agent</b></p>		<p>Does not advocate paradigm shifts Promotes minor reforms Co-optation: identifies more with official power holders than grass roots Limited by hierarchical/patriarchal structure</p>
<p><b>Ineffective</b></p>			<p><b>Ineffective</b></p>
<p>Self-identifies as ‘being on the fringe’ ‘Any means necessary’, including violence and property destruction Acts from strong negative emotions such as anger, desperation and powerlessness Anti-organisation, opposed to any rules or structure Personal needs outweigh movement needs</p>	<p>Protests: Says “No!” to violation of positive values Uses NVDA and civil disobedience Puts problems in public spotlight Strategic Exciting, courageous, risky</p>	<p>Uses people power: educates, convinces and involves majority of citizens Mass-based grassroots organising Employs strategy and tactics for waging long-term movements Promotes alternatives and paradigm shifts</p>	<p>Utopian: promotes visions of perfectionism disconnected from current movement needs Dogmatic: advocates single approach while ignoring others Ignores personal needs of activists Disengages from movement to live isolated, alternative lifestyle</p>

Adapted from Moyer, Bill, 1990, *The Practical Strategist*, Social Movement Empowerment Project, San Francisco

Ineffective = extreme