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THE POINTS OF INTERVENTION WORKSHEET

This exercise is intended to help activists identify 'points of intervention' in both physical and narrative space where we can take action in order to change the story. Points of intervention are places in a system, be it a physical system (chain of production, political decision making, etc.), or a conceptual system (ideology, cultural assumption etc.), where action can be taken to effectively interrupt, challenge, and hopefully change, the system and the story about it. The first four points are physical locations in a system, while the point of assumption is the narrative point(s). The point of assumption is often layered on top of one of the first four physical points.

First, clarify with your group the system(s) that you are targeting. Next, identify if/where each physical point exists in your campaign. In the second column explore ideas for how to stage some form of intervention at that point. Using the Battle of the Story tool, you can also identify the narrative point(s) of assumption in the story about the system(s), and layer on ideas about targeting and exposing these underlying assumptions…This exercise is intended to encourage holistic strategic analysis.

Be creative, be bold, and have fun with this!

THE POINTS OF INTERVENTION	Identify the Point	Intervention Ideas
Point of Production – where/how is it made? Factory, Crop lands. The realm of strikes, picket lines, etc.		
Point of Destruction – where is the impact most direct? Dump, mines etc. Point of pollution. Impacts in the community hardest hit.		
Point of Consumption – Where do people interact with it? Chain stores, websites, Places were customers can be reached. Consumer boycotts and markets campaigns.		
Point of Decision – Where are the power holders? Corporate HQ. Slum-lord's office. Big meeting of decision makers. Senator's golf club, etc		
Point of Assumption – What are the ways to make underlying assumptions visible? Surfacing underlying beliefs and mythologies. Spreading creative viral memes.		