



The Grassroots Policy Project's **3 FACES OF POWER** illustrates the interrelated yet distinct strategies needed to build power:

"Power, properly understood, is the **ability to achieve purpose**. It is the strength required to bring about social, political, or economic changes. In this sense power is not only desirable but necessary in order to implement the demands of love and justice. One of the greatest problems of history is that the concepts of love and power are usually contrasted as polar opposites. Love is identified with a resignation of power and power with a denial of love. **What is needed is a realization that power without love is reckless and abusive and that love without power is sentimental and anemic.** Power at its best is love implementing the demands of justice. Justice at its best is love correcting everything that stands against love."

— MARTIN LUTHER KING JR.

NARRATIVE IS POWERFUL

Our world is abundant, but we're fed stories that it's scarce.

All humans are created equal, but we live in the imaginations of those who believe in superiority.

Our imaginations shape our reality, guide how we live and act.

To bring people into a broad movement toward justice, we have to help people imagine beyond existing constructs.

Massive transformational change requires **POWER**.

"Power" gets a bad rap.

People shy away from the idea of power because power is often wielded in abusive ways.

But the word power is derived from the Latin word "potere," meaning, "to be able." To have power is to be able to get things done.

"How do we cultivate the muscle of radical imagination beyond fear?"

Showing black and white people sitting at a lunch counter together was science fiction."

IN *EMERGENT STRATEGY*,
ADRIENNE MAREE BROWN
WRITES:

WHERE ARE WE GOING AND HOW DO WE GET THERE?

WHERE WE'RE GOING C. 2025

To build a powerful movement, we must show people the future we imagine:

THE ROLE OF THE ARTIST IS TO MAKE THE REVOLUTION IRRESISTIBLE!

— TONI CADE BAMBARA

ZINE BY CHRISTINE TYLER HILL
@TENDERWARRIORCO
TENDERWARRIORCO.COM

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