



# MATRIX EXERCISE

## GOAL

This exercise helps a group match tactics (specific actions) and the objectives to reach the campaign's goals. This exercise is helpful when a group has not fully decided on action plans.

## PREPARATION/MATERIALS

The group should have a list of the objectives that there is basic agreement on, and a list of possible tactics or actions. A brainstorm can be done to come up with the action list. You need a wall-board or wall chart and markers.

## HOW IT'S DONE

Draw grid graph, creating boxes with lines going down and across. Down the side, corresponding to the lines, list the possible tactics. Along the top, corresponding to the boxes, write the objectives you have identified for your action.

The facilitator reads a tactic and asks the group to identify how the tactic relates to each objective. In the corresponding box on the graph, mark a plus sign if it meets the objective, a negative sign if it does not, and zero if it hasn't real affect on it. This will give you a picture of what tactics will be most effective in reaching your objectives. If your list of tactics do not meet the objectives you believe are important to help reach your goal, the groups needs to consider additional ones.

## CASE STUDY OF HOW THE MATRIX HAS HELPED GROUPS BE STRATEGIC & POWERFUL!

By the late 1980's Connecticut queer rights activists had been working for a Gay Rights Bill for over a decade. They lost on a tie vote near the end of a legislative session. They decided they needed to make a strong statement on the last day of the Legislative Session that they would be back and pass the bill next time. Their objectives were clear, but they were having a hard time deciding what action to take. The trainers used the matrix exercise. The Matrix helped them see what tactics best met their objectives and inspired additional tactics which created a powerful nonviolent action. A group chanted and hung a banner over the legislators and were arrested while supporters gathered outside. A press conference/rally announced the action and with speakers on the importance of passing a Gay Rights bill. A thousand people created a circle around the State House. Fun was had at a party to celebrate. The next Legislative session passed a Gay Rights bill!

**For a full agenda of how to prep for a direct action, check out this free resource at:** [https://www.warresisters.org/sites/default/files/nvda\\_prep\\_agenda.pdf](https://www.warresisters.org/sites/default/files/nvda_prep_agenda.pdf)



# T OBJECTIVES

A



LGBT rights is a serious matter

“We’ll be back and pass the bill”

Show our numbers including allies

Speak to legislators

Speak to the public

Have fun

C

Hang banner from balcony over legislators

T

Throw pink triangles on legislators

I

Press conference

C

Rally

S

Circle the State House

Have a celebration after the action