

From Arrow to Snowplough Worksheet

What's the message that you most want others to hear? Sum it up in one sentence:

To what degree do you feel like a lone voice with this message? (Scale 1 = Not at all, 10 = all the time)

What's the benefit to you of being 'arrow-like'?

What's it costing you?

Who gets excited about your idea? List five people that could form part of your snowplough:

- 1.
- 2.
- 3.
- 4.
- 5.

Name three ways that you can bring them into your conversation and form a snowplough around this idea e.g. host a brains trust meeting, invite them to write and share a piece on it, ask them to invite a +1 into the conversation:

- 1.
- 2.
- 3.

What's the immediate next step you'll take?

When will you do this?