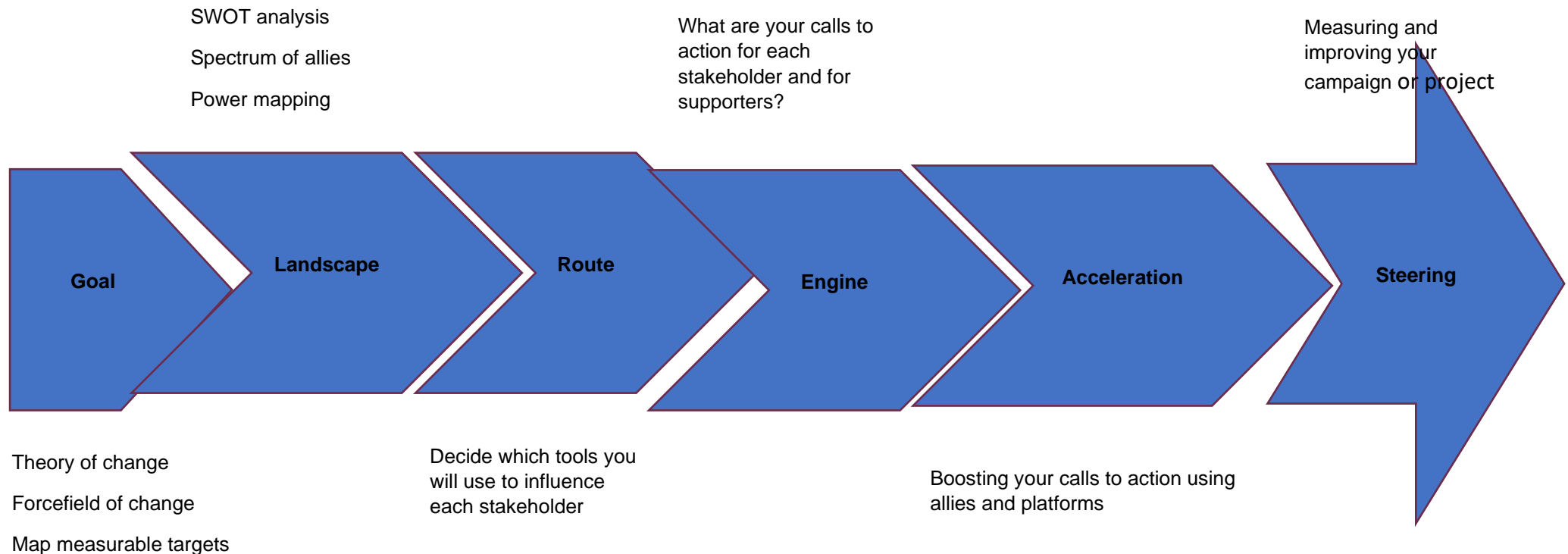


FIGURE 5A: YOUR CAMPAIGN/PROJECT JOURNEY¹

You can use this to help you plot where your campaign or project is headed and how to drive change.



¹ Based on Slideshare.net. (2019). UCT Upstarts 2015: Week 16: The Campaign strategy with Carl Fredrik Sammeli. [online] Available at: <https://www.slideshare.net/UCTupstarts/uct-upstarts-2015-week-16-the-campaign-strategy-with-carl-fredrik-sammeli>