

CHANGE Λ9070 X Version 10.1

Project Makers' Master Class

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Excerpt: The actors matrix

A tool to figure out who you're working with in socially complex situations

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Who are the actors?

It's impossible to overemphasise the importance of being specific and concrete about WHO you are targeting.



Concretely specify actors and actions

Who must act? Brainstorm the people and actions that are needed to achieve the systemic objective. Be specific: you should be able to clearly imagine WHO the actors are, and exactly what actions you expect from them.

Actor:

Bondi Beach goers + Use litter bins

Actors must be
SPECIFIC and
REACHABLE

Action:

Actions must be
ACHIEVABLE and
MEASURABLE
ie. will you know if
it's happened?

‘Reachability’

It’s important to be specific about your actors.

Hint: when you can name exact pathways you could use to reach an actor you have a ‘reachable actor’.

Example: for a recycling project

‘The community’ is far too abstract

‘Residents of multi unit dwellings (MUDs)’ is still vague

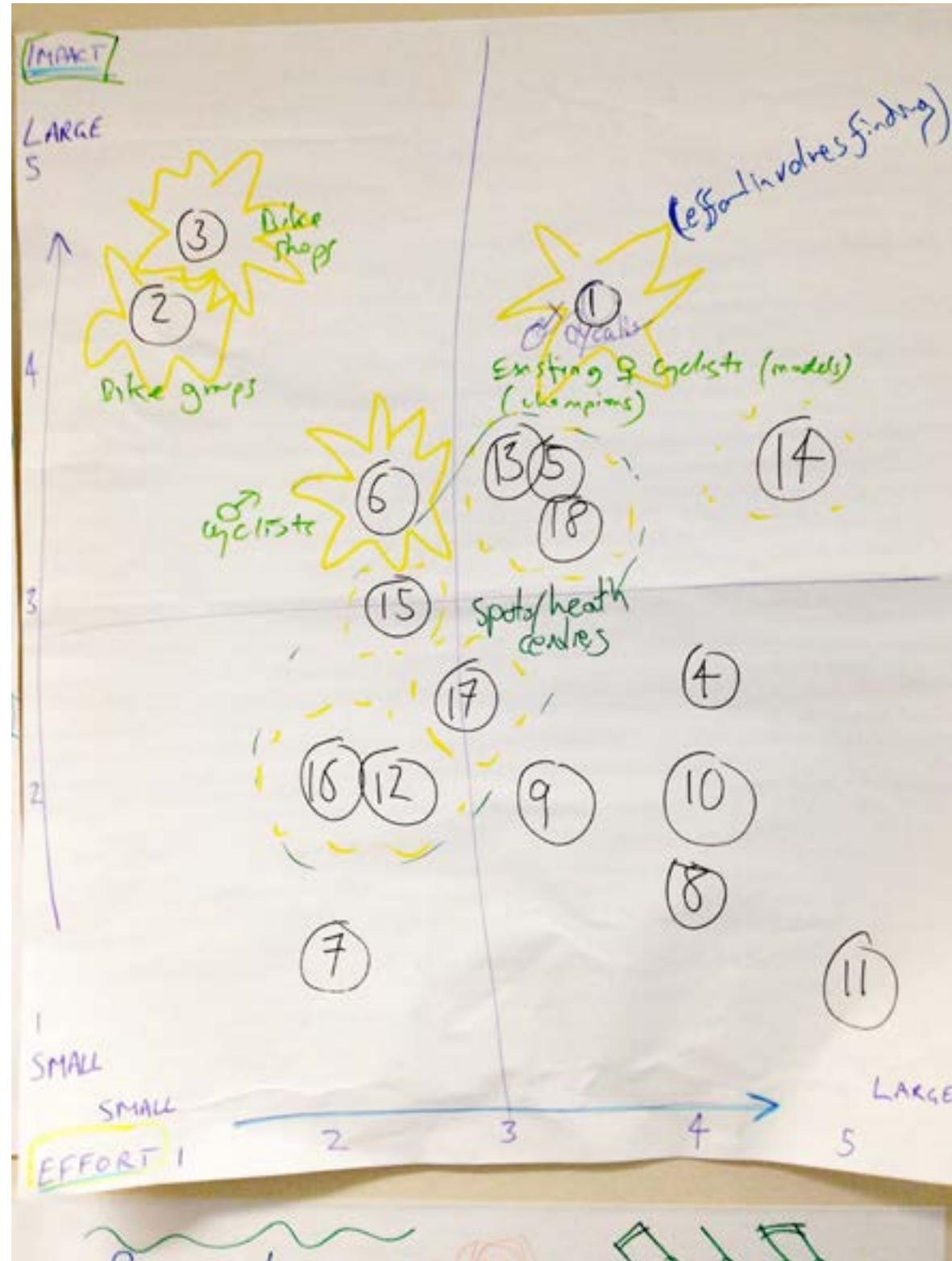
‘Women with school aged families in MUDs in Bondi Junction’ is a workable definition *because it immediately suggests ways they can be reached.*

The Actors Matrix

The actors matrix is a useful tool to allow a team or group to achieve agreement on who their efforts should be targeted at, in socially complex situations.

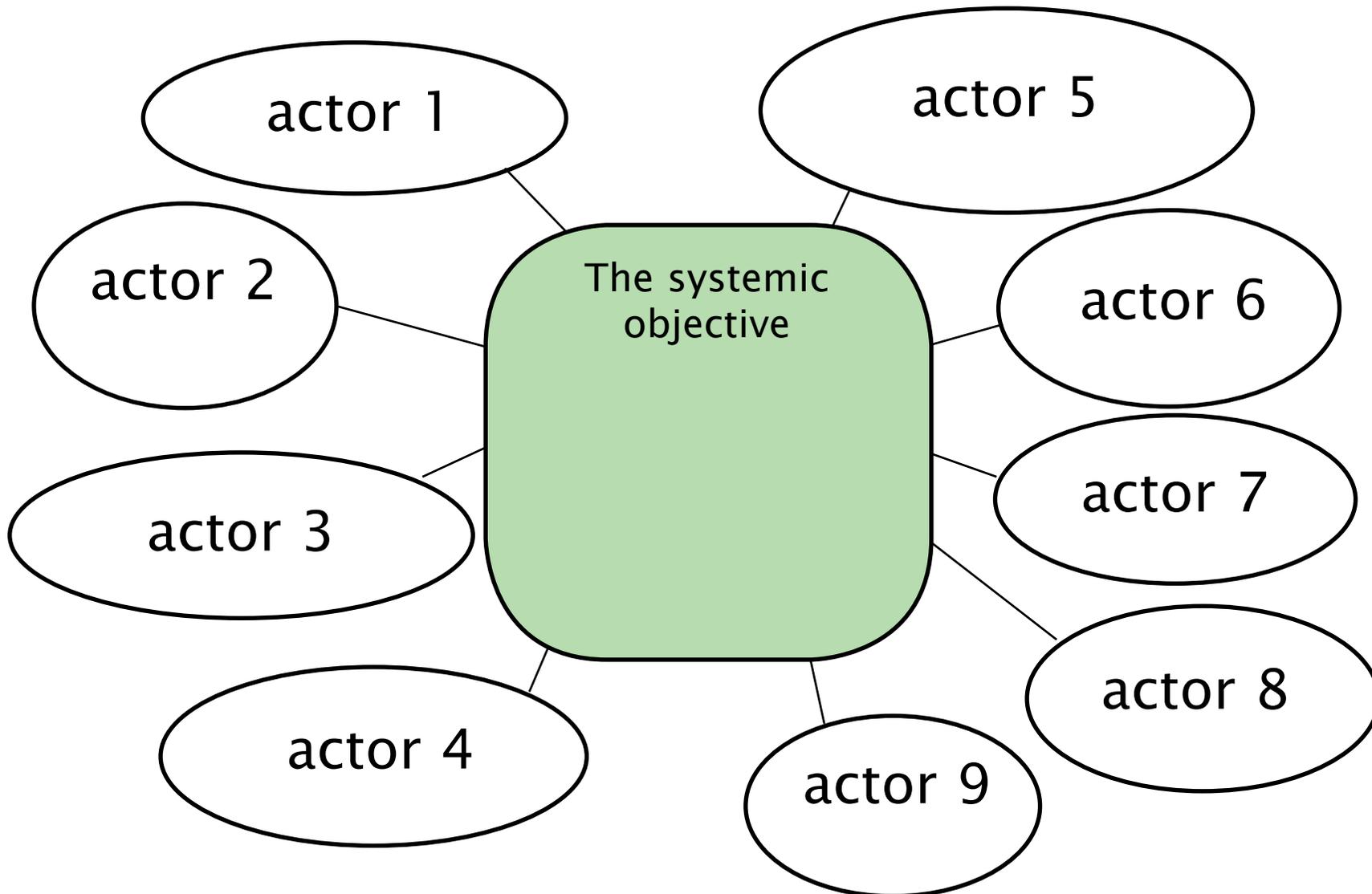
Often it is not clear who the best actors should be in a given situation. Should you target parents or children? patients or doctors? shop managers or their customers?

This tool lets a group efficiently achieve consensus, and share a lot of personal learnings at the same time.

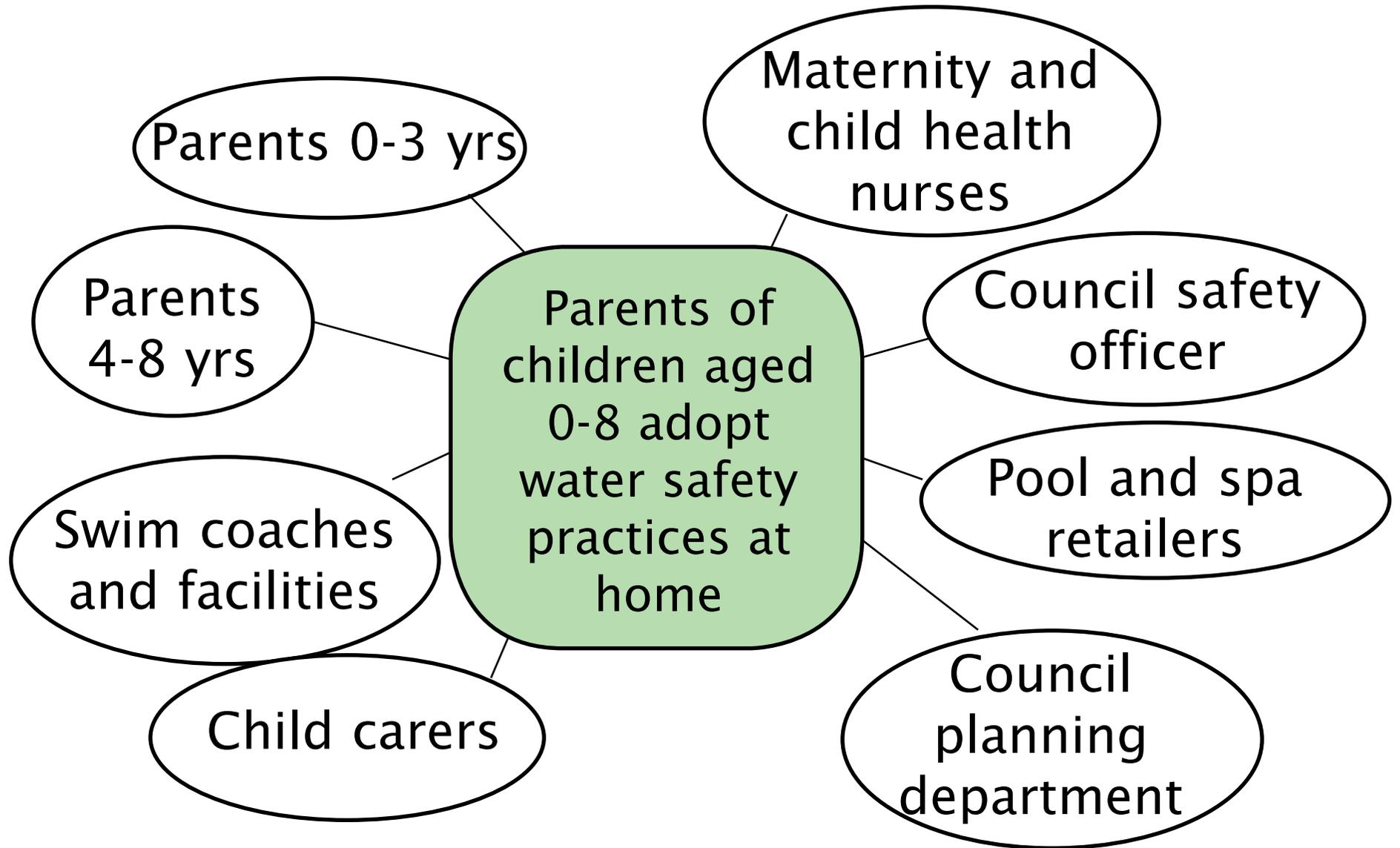


Brainstorming question:

“Who can influence a successful outcome?”

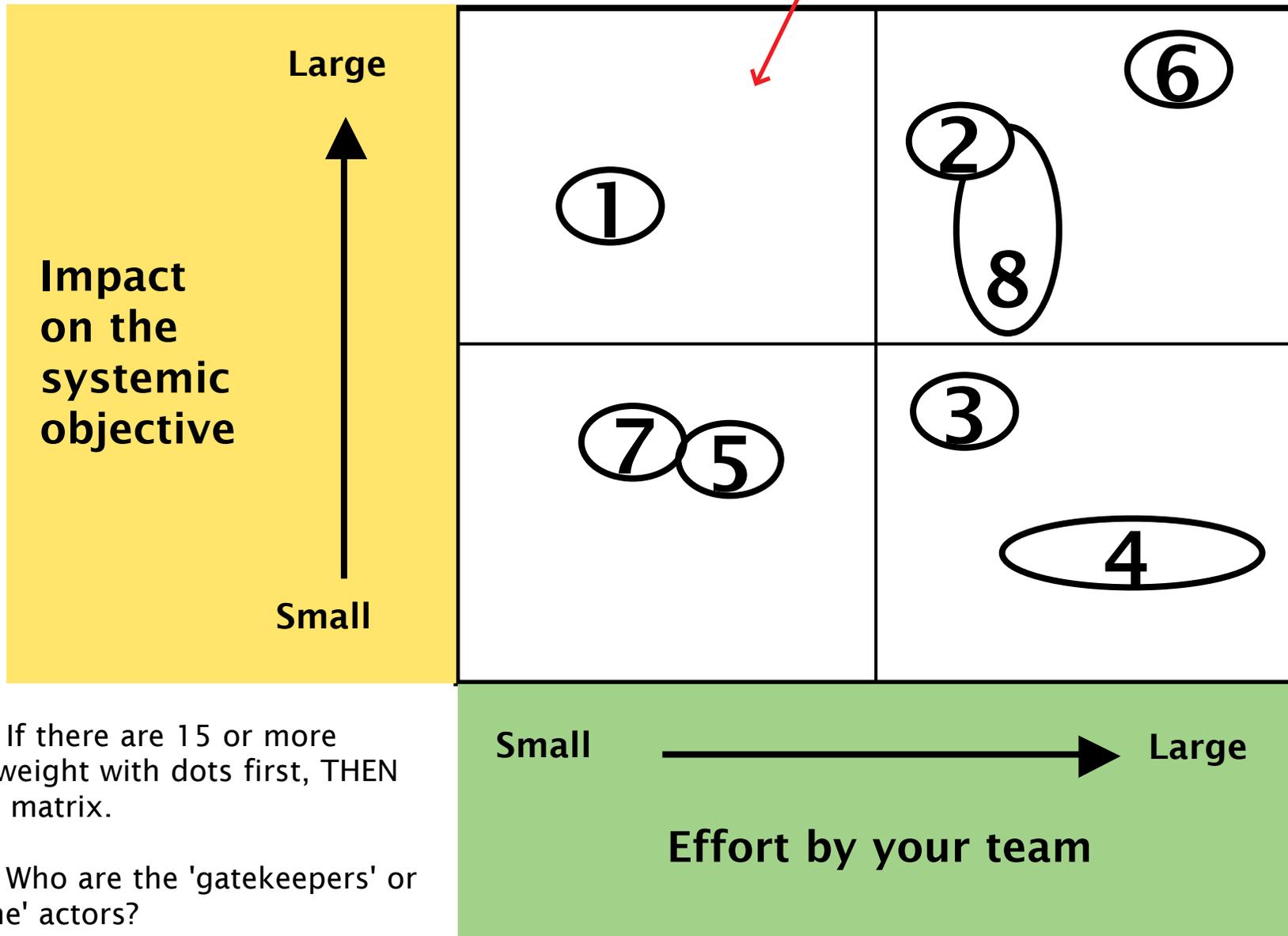


Example: brainstorming actors



Prioritise your actors

Prefer actors in this quadrant



HINT 1: If there are 15 or more actors, weight with dots first, THEN use this matrix.

HINT 2: Who are the 'gatekeepers' or 'keystone' actors?

HINT 3: Tools are there to inform your judgement, not replace it. If your judgement gives you a different answer, go with it.

THE ACTORS MATRIX: instructions

1) Look at your theory of change and identify a behavioural objective to carry forward.

2) Brainstorm the focus question:

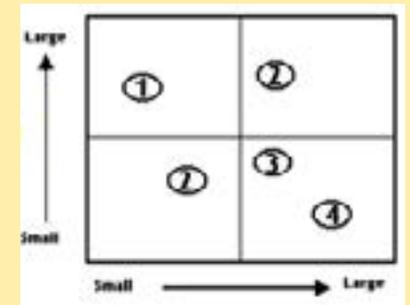
"Who can influence a successful outcome?"

Individuals jot down answers, in silence 2 mins

Brainstorming around tables 15 mins



3) Map the actors on the 'Bang for Buck' matrix. 20 mins



4) Agree on a primary actor and 2-4 supporting actors. 5 mins

P.S. Don't include you own team or "the media".

Timing = 45 mins

Select your primary actor

Choose one actor to be your 'primary actor'.

Your primary actor = the reachable actor who could have the biggest impact on the behavioural outcome (hence you'll focus most of your energy on them!)



Hint: it may not be the actor you originally assumed. e.g. not farmers but their wives; not teachers but principals; not shoppers but store managers.

and 2-4 supporting actors

They support or facilitate action by the Primary Actor

Record them on your project design template (see ahead).
 Pudias vendat
 quosamus exerit eum, s
 nissit, as modis volorate



Record the desired actors here:

5 The actors People with a role to play.	6 The actions What you'd like them to do.	Indicators How you'll know they've done it.
<p>Primary actor(s) The one(s) you'll invest most effort in.</p> <p><i>102 students at Braidwood Primary School</i></p>		
<p>Secondary actor(s) They have a supporting role..</p> <p><i>Principle</i></p> <p><i>Teachers</i></p> <p><i>Parents</i></p>		