

Bringing about Change

Move each group **up** one level:

Or:

Leading activists	Increase cohesion and activity of proponents
Active allies	
Passive allies	
Friendly neutrals	Win over, or, at least, soothe neutrals
Oblivious neutrals	
Unfriendly neutrals	
Passive opponents	Arouse doubts and concerns in opponents
Active opponents	
Leading opponents	