

HOW TO...MAKE AN (ALTERNATIVE) INSTITUTION.

[a counter-power strategy]

① UNDERSTAND: What is an institution?

Institutions may be:

FORMAL: U.S. Congress, Roman Catholic Church

INFORMAL: marriage, family, money

While institutions may seem static, they are in fact social constructs produced by collective human actions (toward a specific purpose).

We understand these institutions (or organizations) through implicit images, or metaphors. "The use of metaphor implies a way of thinking or a way of seeing that prevades how we understand our world generally."¹

But METAPHORS always create distortions.

1. Morgan, Gareth. *Images of Organization*, Sage Publications, Inc., 1997

② COOPERATION: Make your own institution. (or support your local alternatives)

Our failing institutions are based on: market capitalist economy, authoritarian republics, patriarchy, eurocentricity

Alternative institutions by necessity are based on: decentralized cooperative economics, participatory democracy, gender equality, ecology²

Through building alternative institutions, individuals are empowered, committed to change, and skilled in running society.³

COUNTER-POWER INSTITUTIONS:
worker cooperatives, intentional communities, temporary autonomous zones

2. "An Introduction to Dual Power Strategy" by Brian A. Dominick

3. http://en.wikipedia.org/wiki/Dual_power

③ NONCOOPERATION: Radical non-participation. Resist and destroy the failing system.

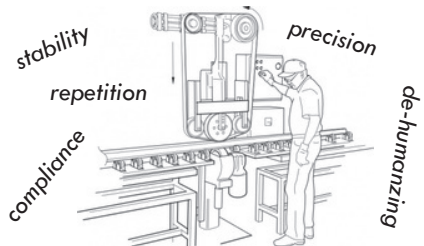
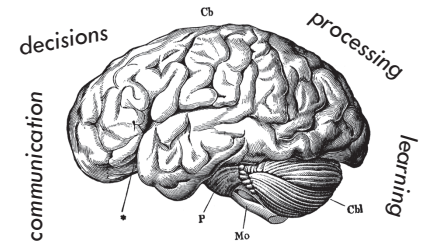



Express your SOLIDARITY and help alternatives become the prevalent institutions by:

BOYCOTT: Boycott most or all corporate products. Reduce to eliminate your consumption of gasoline. Close accounts and reinvest in local credit unions.

STRIKE: Take your vacation time, sick leave. Organize to strike. Spend time with friends and family!

SELF-RELIANCE: Learn about wild foods. Start a garden. Increase your awareness of local market resources and strategies.⁴

Organizations as...

<p>MACHINES: factories, fast-food</p> 	<p>BRAINS: bureaucracies, info systems</p> 	<p>ORGANISMS: technology, research</p> 
<p>PSYCHIC PRISONS: rules, behavior</p> 	<p>GAMES: politics, marketing</p> 	<p>?</p> <p>(fill in your organizational metaphor here)</p>



4. <https://www.facebook.com/pages/Global-Strike-Real-Solidarity/116810318421903>