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

[Space for images]

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 prevade how we understand our world generally.”

   But METAPHORS always create distortions.


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, ecology

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

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

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

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.

Organizations as...

<table>
<thead>
<tr>
<th>MACHINES: factories, fast-food</th>
<th>BRAINS: bureaucracies, info systems</th>
<th>ORGANISMS: technology, research</th>
</tr>
</thead>
<tbody>
<tr>
<td>stability, repetition, precision</td>
<td>decisions, communication, processing</td>
<td>adapt, needs, open-ness, health, projects</td>
</tr>
<tr>
<td>compliance</td>
<td>decision-making</td>
<td>?</td>
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<tr>
<td>PSYCHIC PRISONS: rules, behavior</td>
<td>GAMES: politics, marketing</td>
<td>(fill in your organizational metaphor here)</td>
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<tr>
<td>structures, power, control</td>
<td>conflicts, cooperation, equilibria, outcomes</td>
<td></td>
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</tbody>
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INSTITUTE FOR AUTONOMOUS PRACTICES for #mkthngshppn - www.instituteforautonomouspractices.org

REMEMBER: THEY HAVE AS MUCH POWER AS WE BELIEVE IN THEIR MONEY. - Global Strike

Photo: Janelle Orsi www.theselc.org