



Legislative policy may be passed by elected assemblies, but the shaping of cultural values and ideas occurs outside the legislature on an ongoing basis. In free societies, this is the responsibility of independent organizations. This is why well-run independent organizations can become an informal, yet integral, part of the governing process.

INDEPENDENT ORGANIZATIONS

Part of the governing process

5 The third lever: shaping beliefs

The third lever of power is **the capacity to define, change, or shape other people's beliefs**. Of the three levers, this one is likely the most significant because it shapes not only what **motivates** people, but **who they are**.

Since the earliest days of the twentieth century, Canada's political left has understood that the battle ground on which to advance their agenda was not primarily the legislature or Parliament.

Instead, for over a century, they have advanced their agenda within the broader culture, establishing publications, media, and independent organizations that continue to define, change, and influence the beliefs and opinions of Canadians today.