

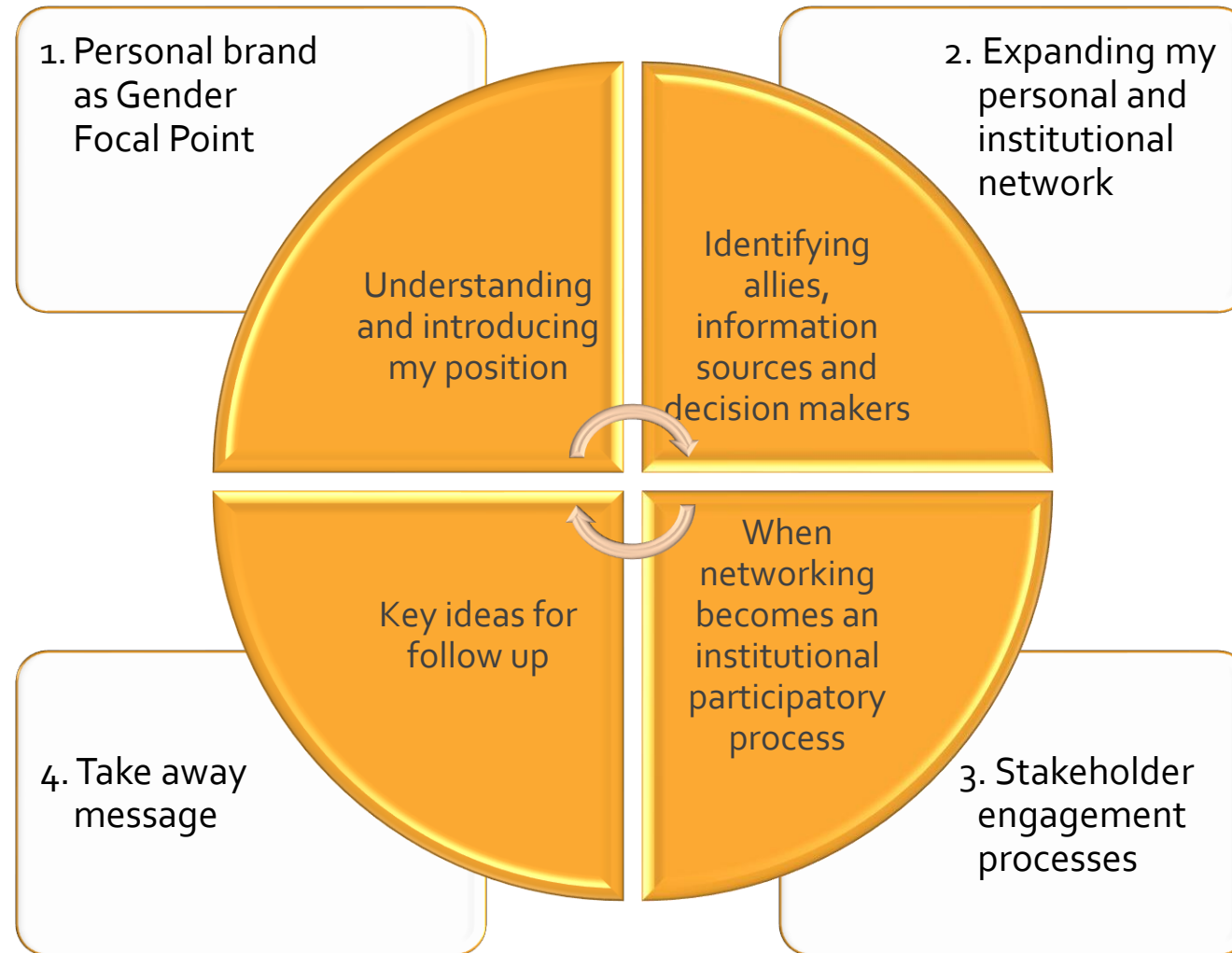
# Positioning gender and climate change through stakeholder engagement

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# Agenda



1. Personal brand  
as Gender  
Focal Point

Understanding  
and introducing  
my position

# Personal brand as a gender focal point

# Your expertise, personal brand

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- Your personal brand is your reputation—it **tells people what they can expect from you**.
- A personal brand is about **building influence**—your power in your career directly corresponds to your ability to make and maintain influence.
- Your **target audience** is the people you need to be positioned correctly for engaging with.

*Your personal brand tells your target audience what you stand for, what you believe in and how you can offer them value.*

# Identifying your personal brand as a NGCCFP

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- When thinking about your brand as a NGCCFP, consider these questions:
  - What do you stand for and how does this relate with the achievement of gender equality in climate action?
  - What is your expertise, gender or otherwise?
  - What is your sectoral expertise and how does it contribute to your current work as climate change gender focal point?
  - What is your experiential expertise and how can those past experiences help you in your current position as climate change gender focal point?
- Then write them down and use this to introduce (market) yourself as a NGCCFP

*Interested in additional resources for working on your personal brand?  
Feel free to check this [webinar and resources on building your personal brand](#).*

# Conveying your personal brand as a NGCCFP

Try the  
elevator pitch!

- An elevator pitch is a clear and brief message or “**commercial**” about you, in this case, as a NGCCFP.
- It communicates who you are, what you’re looking for, and how you can benefit a colleague, department, ministry, non-governmental stakeholder.

*It is a tool you can use to communicate your brand as a NGCCFP*

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# Your elevator pitch -exercise

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## •Instructions

- Write down a statement or question that grabs attention
  - Tell who are you: describe yourself and department/ministry
  - What do you do as a gender focal point?
  - What problems have you solved or contributions have you made to your institution or to addressing gender in a specific sector?
  - Offer an example.
  - Why are you interested in your listener? Explain why.
  - What very special technical advice, service, product or solutions can you offer?
  - What are the advantages of working with you?
  - Give a concrete example or tell a short story that demonstrates your uniqueness.
  - What response(s) do you want from your listener? (Do you want to establish a connection, an appointment or referral to meet someone else?)
- Now write down your one-sentence answers.
  - Read your answers, memorize the key points, and practice, practice, practice!
  - Remember, your elevator pitch should be no longer than 30 seconds.

# Networking

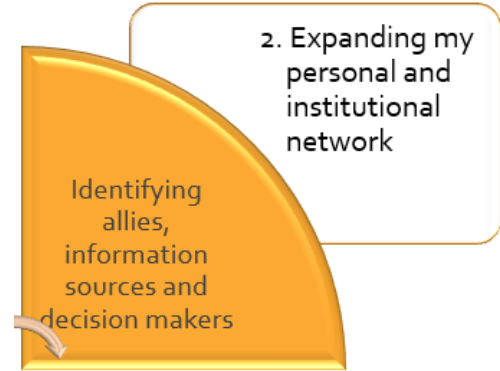
2. Expanding my personal and institutional network

Identifying allies, information sources and decision makers



# Networking

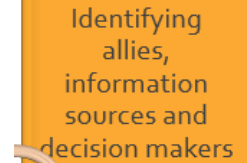
- You can network **everywhere!**
- **Share your expertise:** networking is a two way street. Offer your knowledge and express what you're thinking
- **Claim your expertise:** it's not the years worked but the added value you bring to the table. Don't keep quiet
- **Recognize expertise:** openly praise and mention [gender] experts who can add value to the conversation/process you are engaged in



Identifying  
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2. Expanding my  
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# Networking with your target audience



Identifying  
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- Target audience include:
  - *Information sources*: Those who can offer you professional insight or sectoral information. Those people can truly add value to your network when seeking new opportunities for engaging with different sectors.
  - *Supportive people*: People who are encouraging you and/or those who are going to be your allies and advocates.
  - *Decision makers*: Those persons who can directly further your career, for example by taking up your proposals, expanding your area of work/department personnel, etc.
- Next, it is important to understand what your target audience needs you to deliver.

**Networking is not only about connecting with *decision makers* but also making relevant connections.**

# Expanding your network: a roadmap

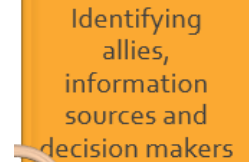
2. Expanding my personal and institutional network

Step 1:	<p><b><u>Define your professional goals and personal brand</u></b> What exactly do you want to achieve? What is your objective? What are your values? How do you want to come across as a gender focal point? In other words, what is your <i>personal brand</i>?</p>
Step 2:	<p><b><u>Define your current network(s)</u></b> Who do you know that could help you reach your personal goal? Use this information to identify areas of relative strength and weakness of your personal network.</p> <p><i>Tip:</i> In order to help people get a good overview of your current professional network, Harvard Business School developed the Network Mapping Tool, <a href="#">available here</a>.</p>
Step 3:	<p><b><u>Your desired network(s)</u></b> Who do you need to know that can help you reach your personal goals as a gender focal point?</p>
Step 4:	<p><b><u>Where do you find the right people?</u></b> Where could you meet people like this, who might be able to link you to people who might help you? <i>Tip:</i> It is important to consider both on and offline opportunities when planning your professional network.</p>
Step 5:	<p><b><u>Find an Approach to Networking That Fits You Personally</u></b> Networking is building and maintaining relationships, and that takes time. Think for a moment about your communicative strengths: How do you approach people in an effective way? What fits with who you are? Which communication style suits you? Which approach suits you? <i>Tip:</i> <a href="#">Crystalknows</a> is a handy and free tool which lets you discover your communication strengths and style.</p>


# Networking in person

## Tips!

- Prepare your elevator pitch! Don't be shy to introduce yourself.
- Check who will be there. Is there someone you want to talk about something in particular?
- Feeling awkward? Come with someone who feels more at ease at the meeting.
- Be early and take a look at who's arrived already.
- Divide and conquer: if you have other team members joining, split up to cover more ground.
- Feeling trapped in a conversation? Exit politely.
- Take a chance: ask others to introduce you to people you want to meet.



Identifying allies, information sources and decision makers

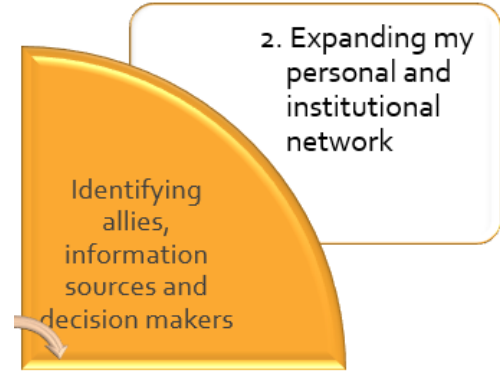


2. Expanding my personal and institutional network

# Networking over social media

## Tips!

- Engage: Learn about others' work, support, coach and encourage them as well
- Define your communication strategy:
  - Who do you want to see your messages and posts?
  - What type of information are you sharing? Positive and negative information remain BOTH on the web
- Requesting a new connection: tailor your invitation and let them know why you want to connect
- Remember to acknowledge and reply



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# Stakeholder engagement

When networking becomes an institutional participatory process

3. Stakeholder engagement processes

# Stakeholder engagement

## BSR's Five-Step Approach



When networking becomes an institutional participatory process

3. Stakeholder engagement processes

# Step 1: Stakeholder strategy

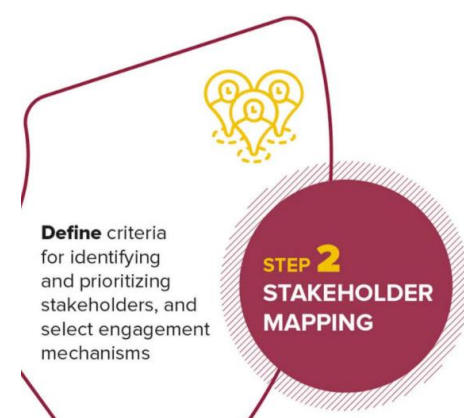


**Set vision** and level of ambition for future engagement, and review past engagements if they have taken place.

- What are the strategic **reasons for consulting** with gender and climate stakeholders at this stage?
- What are the **priority issues** (for them and for you)?
- **Who** within your institution **is responsible** for what activities?
- Are there any other engagement activities that will occur in the proposed timeframe (perhaps with other departments or ministries)?
- Are there **opportunities to collaborate** to ensure key project messages are consistent and avoid consultation fatigue? For example around **Beijing+25, NDC review or SDG reporting**
- How will the **results be captured, tracked, reported and disseminated?**



## Step 2: Stakeholder mapping



Identify who it is you need to bring into the conversation or needs to be consulted.

- Who is/are **the gender experts** you can bring in to share their experience in a the specific/sectoral conversation? Am I reaching to institutional gender focal points?
- Who is/are the **sectoral experts** who can explain their priorities to the gender experts/to women's groups? Am I reaching to other Ministries or institutions?
- Are you seeking to share gender data/statistics, research or lived experiences?
- Are you reaching out to the **Ministry of Women's Affairs or its national equivalent? To women's organizations?**
- Do you have a seat for **academia?**
- Are there **good practices, form CSO or private sector** you can share?
- Do you need to bring in **external experts or [potential] donor organizations** to gather data or increase the profile of the process?

# Step 3: Prepare your engagement process

**Focus** on long-term goals to drive the approach, determine logistics for the engagement, and set the rules



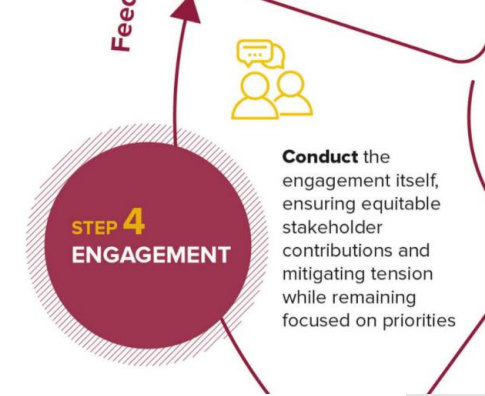
Think about the goal (reasons for consulting) of this engagement process and set the logistics, rules and times for engaging.

- What will be the most effective **methods of communicating** with the stakeholders you identified?
- What are the **protocol rules** I need to observe when reaching out to specific stakeholders? Who needs to reach out to them?
- What is the **most appropriate language** to use when coming together? Is translation required?
- Is there a need to **level knowledge** among stakeholders to establish a common ground for understanding?
- Are there religious holidays or **practices that may impact the availability of different stakeholders** to engage in a particular time of the year, day or a specific location?
- Are **the times for engaging and reacting** to messages or conversations clearly conveyed?
- Is the **time required** for the engagement process **reasonable** and in accordance with the other responsibilities and priorities of the stakeholders identified?

## Step 4: Conduct the engagement process

Conduct the engagement itself.

- Are you ensuring **equitable stakeholder contribution** so that the process is not dominated by only one person or group?
- Are you **capturing diverse voices** and reflecting them in the reporting back to the stakeholders?
- Are you consistently **checking if the ideas expressed are correctly captured** and conveyed in a clear manner?
- Are you addressing or **mitigating tensions** that may arise during the process, focusing everyone's attention and energy on achieving the main goal of the process?



## Step 5: Action plan & follow up activities



During the process, make sure to identify opportunities from feedback and determine actions, revisit goals, and plan next steps for follow-up and future engagement.

- Is there a **need to review the timelines or products** originally expected under this engagement?
- Will additional products be developed as a result of the stakeholder engagement process? Is it clear **who is responsible for generating these products**?
- Will there be a need to **continue engaging** in a periodic manner? Is there a plan to **sustain momentum** and ensure future engagement in those meetings?
- Is it possible to identify future **moments for coming together and reviewing the progress** achieved?

***Remember: if the end result is to establish a network or working group, you'd need a plan to animate and sustain engagement!***

Key ideas for  
follow up

4. Take away  
message

# Take away message

# Remember:

- #1 Be prepared to pitch your brand as a NGCCFP
- #2 Map and expand your network
- #3 When designing stakeholder engagement processes:
  - Be clear on times and responsibilities
  - Prioritize your stakeholders based on the goal you seek
  - Organize the engagement so it fits your stakeholders' time, knowledge needs
  - Agree on a follow up plan –and do follow through!
- #4 Be present and ENGAGE!

4. Take away message

Key ideas for follow up

Thank you

Gracias

Merci

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