

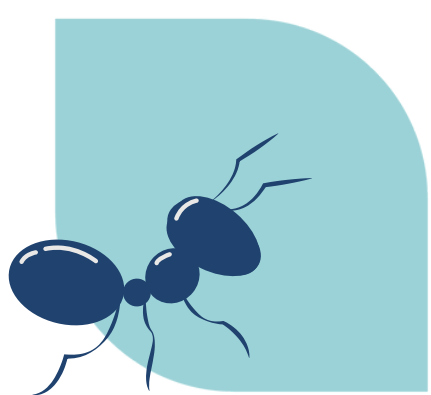


34
nationalities

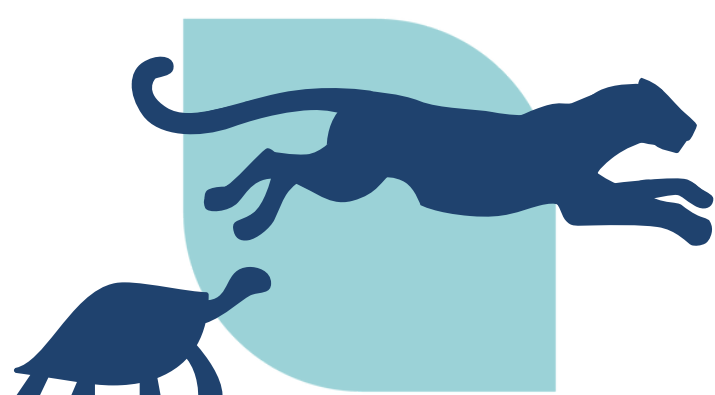
21 – 35
age range

3
days of workshop

Top 5 Advocacy Challenges



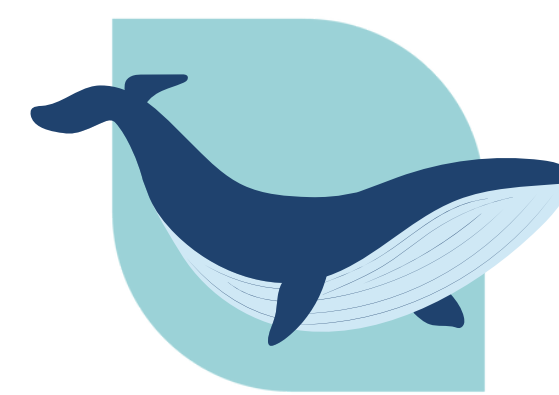
“I’m too
small and
don’t have
any **power!**”



“We are
acting as
fast as
we can!”



“I’m doing my
best but
nothing is
changing!”



“We aren’t in the
same frequency,
you don’t get me!”



“No
money no
honey!”

Workshop Tools

- ABT (And, But, Therefore) narrative
- Narratives as logical and emotional concerns
- AIM (Audience, Intention, Message) framework
- Actor mapping
- 6 handshakes rule
- Meaningful Feedback
- Elevator Pitch (script)
- Transformative Coalitions
- Transformative Communications
- Talk show

Transformative Communication for advocacy

