

WELCOME!

Advocacy Training Change CHAMPIONS FSN

Saturday 27 August 2016



A youth advocate on FGM



“The Girl Effect”





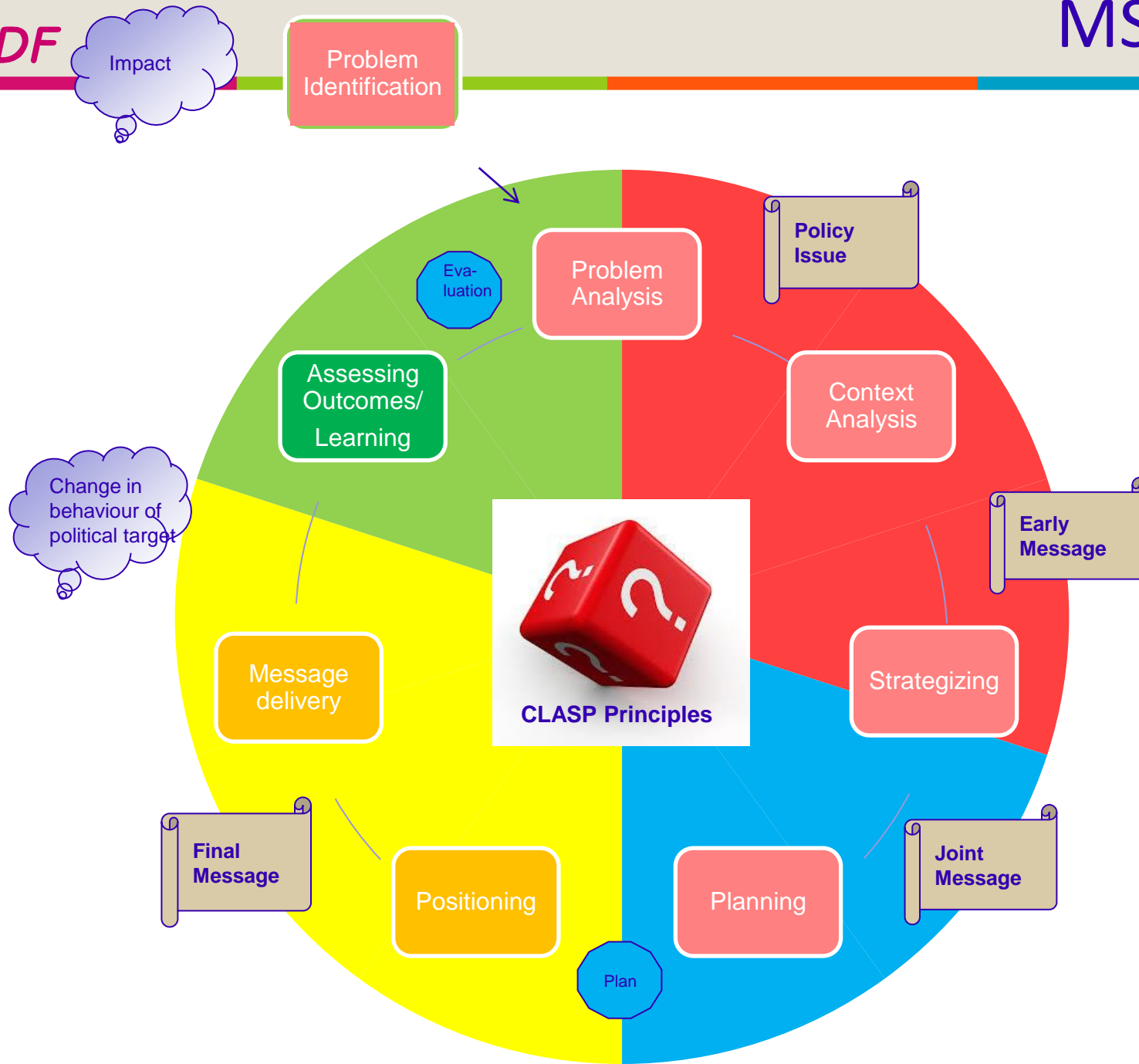
Advocacy refers to organized efforts by citizens to influence the formulation and implementation of public policies and programs by persuading and pressuring state authorities, international financial institutions, and other powerful actors.

Advocacy embraces various activities undertaken to gain access to and influence decision-makers on matters of importance to a particular group or to society in general.

Advocacy is a process to give people a voice about the issues that affect them. It includes a call for positive change in society towards greater social justice and gender equality. By building evidence on what needs to change and how that change can happen, people in power and decision makers are addressed with the aim to change how they think and act. Advocacy activities include: organizing,

- ... to solve specific problems through concrete changes in public policies and programs;
- ... to strengthen and empower civil society; and
- ... to promote and consolidate democracy.

- What do we want?
- Who has the decision-making power?
- What do we need to do to convince the targeted decision-maker?
- How will we know if our strategy is working?



Skills

- CLASP Checking Skills
- Training and Facilitation Skills
- Evaluation Skills
- Networking Skills
- Project management Skills
- Interviewing/ Active listening Skills
- Research Skills
- Presentation Skills
- Write complaints
- Framing Messages
- Negotiations Skills



Impact

Individual C
Capacity
Assessment

Monitoring
Indicators

Problem
Identification

Organisational
Capacity
Assessment

Eva-
luation

Assessing
Outcomes/
Learning

Change in
behaviour of
political target

Message
delivery

Final
Message

Framing
Triangle

IRAC Tool

Positioning

Plan

Planning

Logbook
Plan template

CLASP Principles

Problem
Analysis

Context
Analysis

Strategizing

Joint
Message

Tools

Problem and
Solution Tree

Beneficiary
Analysis/
Consultation

Theory of
Change

PESTLE
Factor
Analysis

Legal
Framework

Stakeholder
Analysis

Policy Process
Analysis

Early
Message

Policy
Influencing
Continuum

Networking/
Alliances
(Various tools)

- 1st day
- 2nd day
- 3rd day
- 4th day
- 5th day
- 6th day
- 7th day
- 8th day
- 9th day
- 10th day

- What do we want?
- Who has the decision-making power?
- What do we need to do to convince the targeted decision-maker?
- How will we know if our strategy is working?

- Step 1: Identify and analyze the problem
- Step 2: Formulate the proposal
- Step 3: Analyze the decision-making space
- Step 4: Analyze channels of influence
- Step 5: Do a SWOT analysis
- Step 6: Design advocacy strategies
- Step 7: Develop an activity plan
- Step 8: Carry out continuous evaluation

Negotiation skills







- What is negotiation?
- What kind of things can you negotiate about?



Think of a negotiation that you were involved in recently:

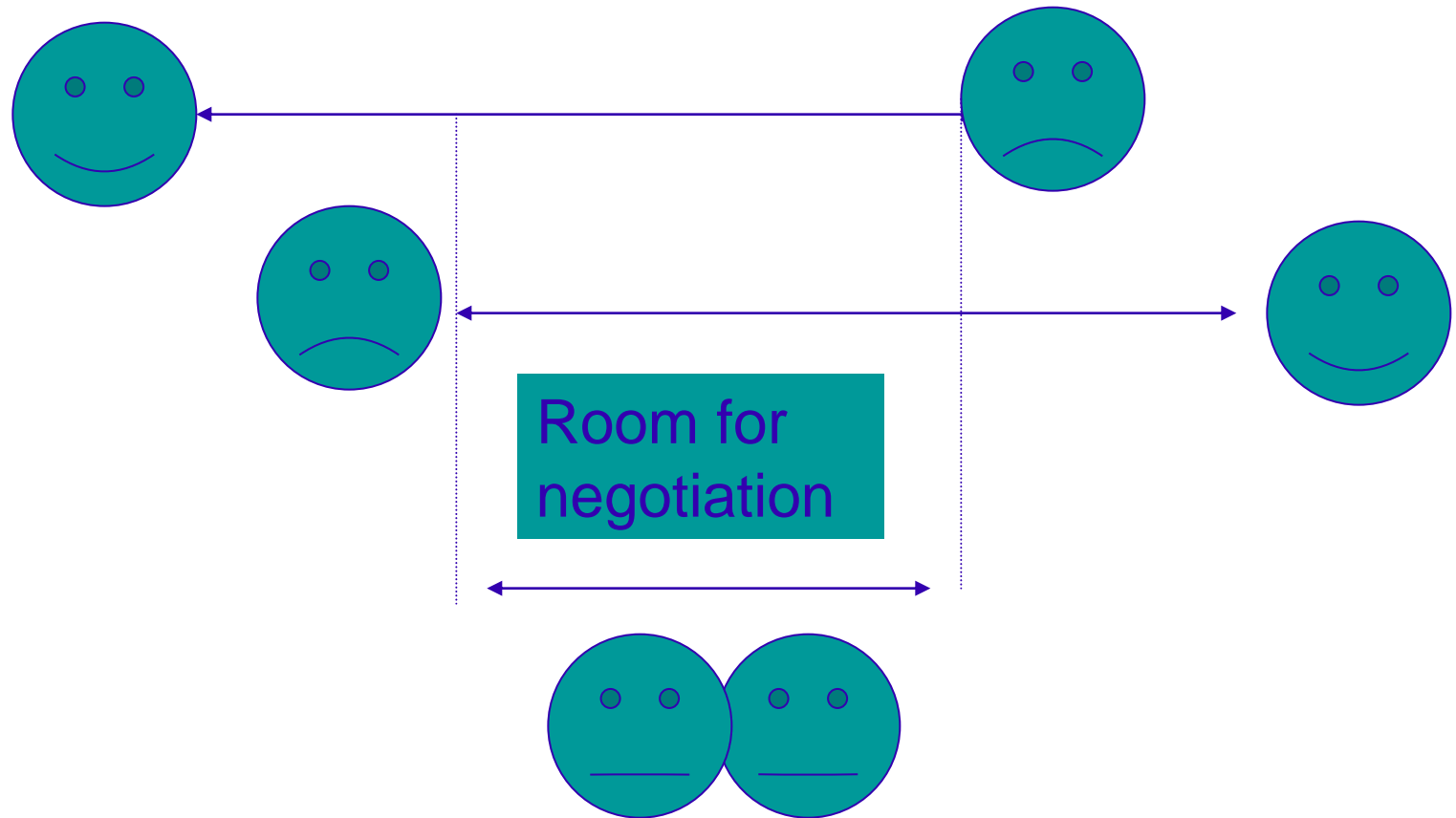
- What was the subject?
- How did you feel in advance?
- What was the result?
- How did you feel then?

Write down in key words

What is negotiation

Negotiation is a dialogue between two or more people or parties intended to reach an understanding, resolve points of difference, to gain advantage for an individual or collective, or to craft outcomes to satisfy various interests.









(A compromise gives
only medium satisfaction)

Principled Negotiation

versus

Positional Bargaining

 I win You lose	 I win You win
I lose You lose 	 I lose You win

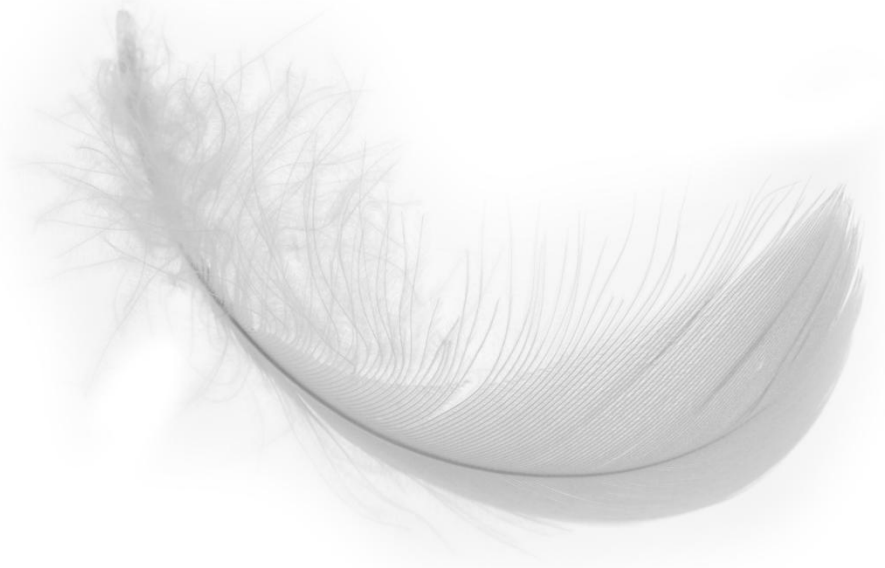
After this session:

- You can distinguish between different negotiation styles
- You can describe the principles and benefits of principled negotiation
- You have practiced your negotiation skills

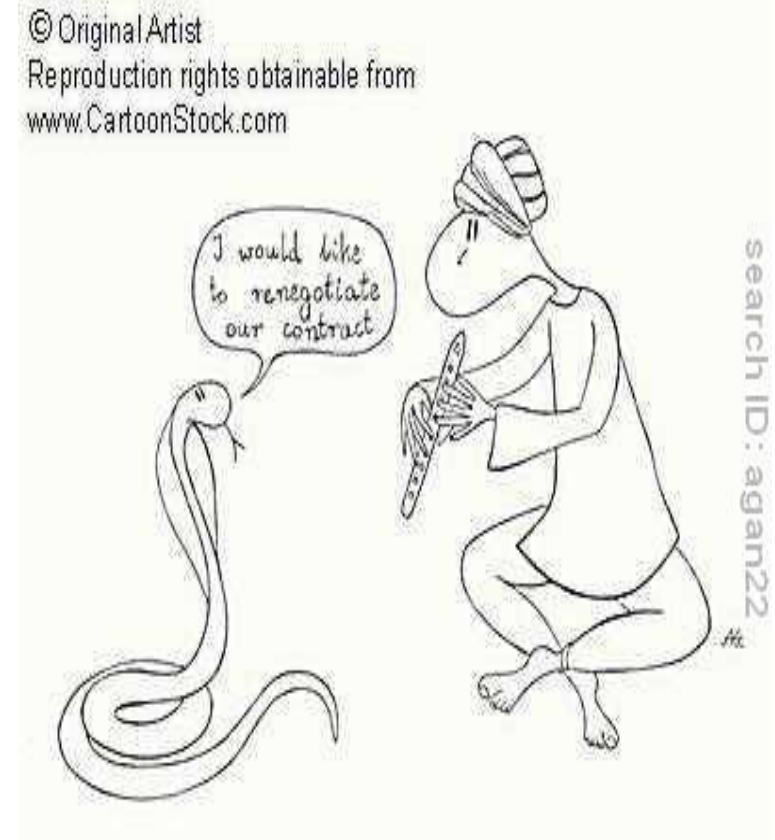
- **Hard** on the people
- **Hard** on the problem
- Win-Lose
- Harms Relationship



- **Soft** on the people
- **Soft** on the problem
- Lose – Win or Compromise
- Good Relationship



- **Soft** on the people
- **Hard** on the problem
- Win-Win
- Good relationship



People - separate the people from the problem



NO!

People - separate the people from the problem



Interests - focus on interests, not on positions





It is always good to ask yourself why you want what you want. This will help you get a better understanding of what your real goals are and could open up better deals for you.

Options - invent options for mutual gain (win-win)



Know when to stop

Identify and develop your Best Alternative To a Negotiated Agreement (BATNA)



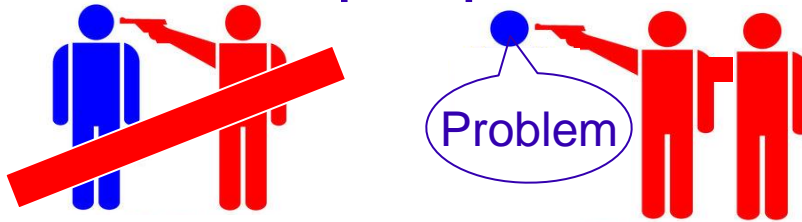
Harvard: Principled negotiation

Think win win

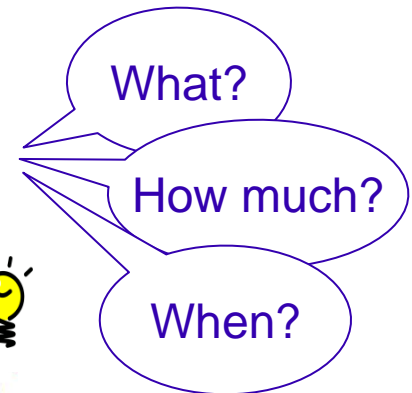
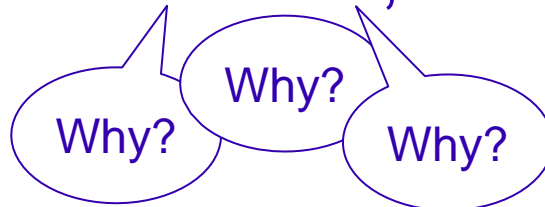


Are you willing to look for a solution that is better than any of us have come up with yet?

1. Separate the people from the problem



2. Focus on interests, not on positions



3. Invent options for mutual gain

4. Use objective criteria



- BATNA & Golden bridge

- In negotiations, some realities are hard to change
 - Other side may be in stronger bargaining position
 - You may not have the resources needed to achieve a successful outcome
- Reactions to power:
 - Protect yourself against making an agreement you should reject
 - There may be or probably are alternatives



6 Steps in Negotiation



What do you have to do to be a successful negotiator?

- Prepare thoroughly for the negotiation.
- Get to know the other side – **ask** and **wait for answers**
- Never enter negotiation when you are tired, impatient, hungry or angry.
- Allow for the possibility of not reaching agreement.

What should you emphasize?

- Repeat the goals you share with your opponent
- State your position clearly and repeatedly
- Clarify positions. Repeat what they said. Ask questions

What should you avoid?

- Do not make concessions early
- When you make concessions, avoid large concessions
- Avoid irritating the other side or making them angry
- Do not accept a deadline for reaching a settlement

What should you remember?

- Nearly everything is negotiable. When the other side says: "This is my last offer!" that too, may be negotiable.

Policy Influencing Continuum

