
Strategic Advocacy and Influencing Skills Face to Face Training



This course introduces participants to the core skills needed to influence powerful stakeholders and policy processes in a range of contexts. It also gives participants a thorough understanding of how to develop and monitor effective advocacy strategies. You will explore tools for analysing where power lies on your issue and who has a stake in it. You will learn how to develop a theory of change and how to tailor your advocacy to the interests of those you seek to influence. You will also learn skills in communicating an advocacy message, face-to-face influencing techniques, using the media, public campaigning, and research for advocacy purposes.

Objectives of the course

By the end of the training participants will:

- Be familiar with the stages of the advocacy planning cycle and be better equipped to develop an advocacy strategy
- Be able to analyse the external environment and policy processes and identify appropriate 'levers of influence'
- Develop a simple theory of change for achieving the change being sought
- Be aware of power dynamics and the role it plays in achieving advocacy success
- Have explored and practised core advocacy skills regarding: lobbying, using the media, public campaigning, networking, and applied research for advocacy
- Have reviewed appropriate tools and methods for monitoring and evaluating advocacy initiatives.

Intended audience

This course is particularly relevant to those with some experience in advocacy which they would like to build on. Participants do not need to have had formal work experience in this area or to have worked in an advocacy/policy role.

Core content areas

- Developing advocacy strategies
- Advocacy planning cycle
- Analysing the problem and the solutions
- Identifying an advocacy goal
- Analysing the external environment

- Power and stakeholder analysis
- Identifying chains and levers of influence
- Analysing policy processes
- Developing a theory of change
- Determining overall tactics
- Lobbying and influencing techniques
- Communicating with different audiences
- Monitoring and evaluating advocacy

Depending on level of interest, we will also include sessions on all or some of the following:

- Using the media
- Public campaigning
- Research for advocacy purposes
- Doing advocacy in networks and coalitions

Course format and costs

This course is delivered over 5 days face-to-face in Oxford, UK.

The cost of this course is **£1195 non-residential** (includes training materials, lunch and refreshments) or **£1595 residential** (includes training materials, meals and accommodation for the duration of course).

Individual coaching

Individual, tailored coaching will support you to apply your learning from the course to your work, and offers the opportunity to work through current challenges, difficulties and opportunities with a highly experienced practitioner.

Individual coaching is offered to course participants at a discounted rate of **£50 per 50-minute session** (usually priced at £120 per session).

More information

Please contact the INTRAC Training Team:

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INTRAC is accredited as a non-collegiate provider by the British Accreditation Council for Independent Further and Higher Education.

