

Online Advocacy Strategy and Influencing Skills

8 week online training course



Course summary

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 identify which advocacy tools and approaches are most appropriate for your context and issue. You will also learn skills in developing and communicating an advocacy message and other core influencing skills, such as how to tailor your advocacy to the interests and values of those you seek to influence.

What is the course format?

The online Advocacy Strategy and Influencing Skills is a facilitated, interactive and collaborative e-learning experience. You will have access to:

- Seven interactive live sessions facilitated by our highly experienced consultant and an instructional producer, including small groups discussions and exercises. Each webinar lasts 90 minutes.
- All programme materials on the INTRAC e-learning platform, including videos and self-paced activities
- Opportunities to interact with other participants on the programme through the platform discussion forums and the live sessions
- One 50-minute individual mentoring session via Skype
- Feedback on your individual assignments

What are the objectives?

By the end of the training, participants will:

- Be better equipped to develop an advocacy strategy
- Be able to analyse the external environment and policy processes and identify potential 'levers of influence'
- Understand how to identify where power lies on a given issue and who has a stake in it
- Have developed a simple theory of change for achieving the change being sought
- Have explored and practised some core influencing skills
- Have reviewed appropriate tools and methods for monitoring and evaluating advocacy

Who is this training course suitable for?

This course is particularly relevant to those who are intending to engage in some form of advocacy in the near future. It will benefit those who have some prior advocacy experience but who now want to take a more systematic approach so as to maximise impact. However participants do not need to have had formal work experience in this area. In line with INTRAC's approach, we encourage participants to apply the course skills and tools to a real live issue on which they wish to see change.

What are the IT requirements?

You will need a laptop and ideally also a headset, as well as access to broadband internet. You will need to be able to download software (Zoom) to access the live sessions. INTRAC's e-learning platform (Moodle) is accessible via browser. If you have any questions about these requirements, please do get in touch.

Course content and structure

Module 1: Introducing Advocacy	<ul style="list-style-type: none"> • Overview of the range of tools in the advocacy toolbox • Sharing stories of inspiring advocacy and the ingredients of success • Identifying common advocacy challenges • Checking in on our advocacy capacity needs
Module 2: Developing an advocacy strategy	<ul style="list-style-type: none"> • Overview of 10 main steps to developing an advocacy strategy • Identifying your advocacy goal • Clarifying the potential contribution of your organization/coalition to achieving the advocacy goal
Module 3: Analysing the context for your advocacy	<ul style="list-style-type: none"> • Analysing key external actors and factors affecting the advocacy strategy • Analysing relevant policies, policy processes and politics - and the implications for your advocacy • Power and stakeholder analysis
Module 4: Developing a theory of change, part 1	<ul style="list-style-type: none"> • Exploring different advocacy approaches/tools • Identifying the most appropriate approaches/tools for your context
Module 5: Developing a theory of change, part 2	<ul style="list-style-type: none"> • Developing an advocacy roadmap with key milestones • Tools for testing your assumptions – as advocacy rarely goes to plan
Module 6: Monitoring and evaluating your advocacy strategy	<ul style="list-style-type: none"> • Key challenges of advocacy M&E and how to overcome them • How to set outcome indicators that will help you measure progress • Overview of advocacy M&E methods and principles
Module 7: Advocacy messages and persuasive techniques	<ul style="list-style-type: none"> • Developing and communicating an advocacy message • Advice on face-to-face influencing and negotiation skills • Tips and experiences regarding persuasive techniques
Module 8: Course wrap-up and advocacy surgery	<ul style="list-style-type: none"> • Recap of main steps in the advocacy strategy • Addressing remaining questions and advocacy challenges • Tips for taking the learning back to your organisation • Course evaluation

What is the time commitment?

The online Advocacy Strategy and Influencing Skills training course will last a total of 8 weeks. On average, we estimate participants should set aside 4-6 hours per week for this course. The course includes 7 live sessions – each lasting 1.5 hours. In addition, participants will complete certain personal assignments on the e-learning platform, some mandatory and some optional.

Live session calendar

Module	Live session date and time
1	19 October, 13:00-14:30 BST*
2	26 October, 13:00-14:30 BST
3	2 November, 13:00-14:30 GMT
4	9 November - No live session
5	16 November, 13:00-14:30 GMT
6	23 November, 13:00-14:30 GMT
7	30 November, 13:00-14:30 GMT
8	7 December, 13:00-14:30 GMT

* Participants will have to complete activities between 12-17 October, prior to the start of the live session on 19 October.

Course fee

The fee for this course is £750. Scholarships are available for small NGOs / civil society organisations based in certain countries. For more information please contact the INTRAC training team using the details below.