

Creating an Advocacy Campaign

A bespoke leadership workshop for the Museums and Archives Sector

Thursday 12th December 2019, London Metropolitan Archives, Northampton Road, Farringdon

Introduction and Overall Aim

Advocacy is now recognised as a key component of **organisational resilience** within the heritage sector. When leaders develop influencing and advocacy skills and implement proactive advocacy campaigns, this has a significant impact on the success and resilience of the organisation....and the leaders!

This practical workshop will enable you to improve and sustain organisational resilience through a proactive approach to creating advocates for your service.

Goals of the Workshop

You will leave the workshop with the following:

1. **Enhanced understanding of advocacy, what it means for you and the skills to do it well**
2. **A map of internal and external stakeholders, which identifies the people and groups who have the greatest impact on the resilience of your service**
3. **A bespoke advocacy plan**
4. **Enhanced capability to build relationships and communicate your messages with hearts and minds**

The delegates will also have the opportunity to build their network of peers, potentially leading to mutual peer support and collaborative working in the future.

Style of Workshop

During this workshop we will coach the delegates to produce advocacy plans for their organisations and to develop influencing skills. Therefore, the workshop is much more a group coaching session than a traditional training course.

Workshop Facilitator – Steve Wood

Steve is an Organisational and Personal Coach, NLP Practitioner and Facilitator, specialising in organisational and personal resilience. Over the last 23 years he has worked with hundreds of leaders and teams especially within the culture and heritage sectors.

Workshop Programme

09:45 – 10:00 *Arrive, refreshments and networking*

10:00 – 10:10 **Introductions and goals for the day**

10:10 – 10:15 **One-minute pitch!**

Section One: “Begin with the end in mind”

10:15 – 10:45 **What is advocacy? What does it mean for you?**

10:45 – 11:00 **What skills are needed?**

11:00 – 11:15 **Sphere of Influence**

11:15 – 11:30 *Break and refreshments*

Section Two: Identifying the stakeholders

11:30 – 12:00 **Stakeholder mapping**

12:00 – 12:45 **Micro-political analysis**

12:45 – 13:00 ***Influence and Support Matrix***

13:00 – 13:30 *Lunch*

Section Three: Planning your advocacy campaign

13:30 – 13:45 **Understanding the people – a warm-up!**

13:45 – 14:15 **Understanding the people – for real!**

14:15 – 14:30 **Using the right words and style at the right time**

14:30 – 15:00 **Creating an influencing and advocacy plan**

15:00 – 15:15 *Break and refreshments*

Section Four: Developing your capability

15:00 – 15:15 **Self-awareness exercise – *the Four Pillars***

15:15 – 15:30 **Building personal confidence**

15:30 – 16:00 **Communicating your messages with hearts and minds**

16:00 – 16:15 **Rapport building**

Section Five: **Commitment to act!**

16:15 – 16:30 **Action planning**

16:30 *Close and depart*