



MDF

EMPOWERING PEOPLE,
CREATING IMPACT

Advocacy and Policy Influencing: Strategy and Skills

Blended course

Advocacy and Policy Influencing from design to evaluation of strategies, and from communication to complex negotiation skills.

About

You can achieve positive changes in society by direct action in your field of work. However, you will have a much wider reach if you manage to mobilise people, organisations and networks for your cause, and influence the policies that affect your sector. Policies, laws and their implementation and enforcement affect the lives of all citizens.

Getting your advocacy message across requires a well prepared strategy, cunning tactics and practical skills. In this course, you will explore and learn to apply the full range of Advocacy and Policy Influencing knowledge, tools and skills to get your advocacy messages across to wider audiences as well as targeted decision makers.

Bringing in a case from your own context, you will analyse the policy context, stakeholders such as policy targets and potential allies, and design your own Advocacy and Policy Influencing strategy. Trainers and participants will provide valuable input and feedback. The trainers will then take you through all the steps for effectively and tactically implementing, monitoring, evaluating and learning from your interventions.

Knowledge and a good plan are not enough: you will need to be skilled to put your messages across effectively.

You will sharpen your skills, such as message design and delivery, policy dialoguing and negotiation with policy targets, drafting position papers and presenting and pitching.



You will practice these skills and provide and receive feedback from other participants, benefiting from their experiences. At the end of the course, you are expected to demonstrate those skills, promoting your cause in front of an equally skilled audience.

The course starts with a 3 weeks online self-paced programme on MDFs online learning platform. This requires not more than some 2 to 4 hours of your time to read material and engage in a number of practical exercises on selected introductory topics.

This is followed by a 2 weeks face to face training course in Ede, the Netherlands. During and after the course, you will receive coaching by trainers and/or coparticipants on your personal learnings.

Our aim is for you to have a dedicated personal Advocacy and Policy Influencing action plan at the end of the course, guiding you to translate what you have picked up from the course to your work situation and start putting it into practice.

At the end of this course, you will:



Be able to analyse the context of your policy problem and discern the relevant powerful decision makers



Understand how you can influence policy targets and processes, in the development and implementation stages



Know how to create coherent mutual paths with your allies for powerful joint interventions



Have used a set of key tools to design and implement effective advocacy strategies



Have developed the Advocacy and Policy Influencing strategy for your own case in its policy context



Know how to monitor, evaluate, and learn from the process and effects of your advocacy and policy influencing interventions



Have practiced developing well-framed messages to advocate for your cause



Master skills and tactics to get these messages across to different audiences



Have demonstrated your skills by pitching your message in front of a critical audience



Is it a challenge to engage in dialogue with authorities? Do you lack confidence when it comes to writing and voicing convincing messages?

Learn practical skills in negotiating, framing messages, and voicing messages to different audiences.



Are you influencing policies and want to be more successful?

Learn from a wide range of experts how to improve your lobby efforts.



Are you dealing with policy obstacles in your regular programmes?

Integrate the policy obstacles in your Theory of Change of your project or programme, and receive follow-up coaching on your practical lobbying strategy.



Do you find it hard to get your messages across and convince your audience to change their behaviour?

Learn professional lobbying skills for interest mapping, framing, win-win negotiations and delivering your advocacy message.



Do you want to master all areas of effective Advocacy & Policy Influencing?

Receive personal feedback on your Advocacy and Policy Influencing strategy, plans, and implementation by your fellow participants and through MDF coaching.

Your profile

Do you want to influence powerful stakeholders and policy processes? Or do you need to coordinate the monitoring and evaluation of advocacy programmes? Then this course is designed for you.

Terms and conditions

Read more about our cancellation policy, visa requirements and insurances on our [Frequently Asked Questions page](#).

Certificate

On completion of the training course and subject to attendance and active participation, MDF will award a certificate of completion.



Timeline

ONLINE

WEEK 1, 2, 3

- Welcome: check in with your experiences
- API concepts, roles & definitions
- API CLASP principles
- API Road Map in 12 steps
- Context analysis / your own case
- API Theory of Change / your own case

FACE-TO-FACE

WEEK 4

DAY 1

Introduction & Concepts

- Welcome - getting to know each other
- API Roles & Concepts
- A critical perspective on Social Change
- CLASP principles & API Roadmap revisited

DAY 2

The API Roadmap

- Identify API issues
- Start of API Theory of Change: your own case
- Design an API-proof Theory of Change

DAY 3

Integrate API in change processes & stakeholders

- Primary Stakeholders (Beneficiaries) Participation
- Stakeholders and Power Analysis
- Channels & chains of Influence

DAY 4

Policy Processes & Strategizing

- Identifying & Analysing the relevant Policies
- Design the Policy Process
- API interventions discovery
- Make Decisions & Formulate your Strategy Plan

DAY 5

Designing your API Strategy Plan

- Strategy Planning Workshop
- Presentations API Strategy Plans

FACE-TO-FACE

WEEK 5

DAY 6

API Monitoring and Evaluation

- Anticipating on Monitoring and Evaluation
- Formulating API indicators
- Differences in PMEL and API PMEL in 6 steps
- Developing a Monitoring system & Data gathering

DAY 7

Network management

- Network Dynamics and how to manage them
- Leadership in Networks

DAY 8

Designing and Delivering your message

- Active Listening & Interviewing
- Message Design: Framing & Reframing
- API Audiences & building strong arguments
- Power and Negotiation Skills

DAY 9

Practising your API skills

- Lobby Meeting Exercise
- Writing a position paper
- Pitching and presentation skills

DAY 10

Personal API Action Plan

- Pitching your cause: how convincing are you?
- Your Personal API Action Plan for coaching
- Evaluation and Closure of the course

Our participants come from



Registration

Contact Jacqueline Stam
registration@mdf.nl

Cost

€ 3550 (tax-free)

Dates

Consult our website:

<https://www.mdf.nl/courses-categories/advocacy-policy-influencing-strategy-skill>

REGISTER HERE

Special offers
available for
our alumni and
organisations.
Consult us!

Ask the trainers!



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