



Welcome to this  
session:  
**Lecture:**  
*Introduction to  
Advocacy Training*

The session will start shortly...

Any Questions?  
Drop them in the questions section.



# Welcome

# Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles  
Designated Safeguarding  
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

**Scan to report a  
safeguarding concern**



or email the Designated  
Safeguarding Lead:  
Ian Wyles  
[safeguarding@hyperiondev.com](mailto:safeguarding@hyperiondev.com)

## Democracy

*Every person's opinions matter.*

## Respect

*We look after each other.*

## Tolerance

*We accept each other's differences.*

# British values

## Rule of Law

*We keep to the rules.*

## Liberty

*We are free to make choices.*

A black and white photograph showing the lower half of three people's faces. They are all smiling and pointing their thumbs upwards towards the camera. The person on the left is wearing a dark t-shirt, the middle person is wearing a light-colored t-shirt, and the person on the right is wearing a light-colored t-shirt. Their hands are visible at the bottom, each with a thumb raised.

# HOUSEKEEPING

# Leadership & Management Live Lectures – Housekeeping

---

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
  - **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

# Leadership & Management Live Lectures – Housekeeping

---

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query:  
**[www.hyperiondev.com/support](http://www.hyperiondev.com/support)**
- Report a safeguarding incident: **[www.hyperiondev.com/safeguardreporting](http://www.hyperiondev.com/safeguardreporting)**
- Should you have any further questions or want to provide us with feedback, please feel free to post them **here**.
- **GitHub Link to access L&M Presentation Slides.**

A black and white photograph of six young adults (three boys and three girls) smiling and laughing together outdoors. They are standing in a circle, looking down at the camera. The background shows a clear sky and some distant trees.

**CONNECTION  
before content...**

# Open Questions



## Question 1

---

Think of an issue or cause that you care deeply about.

What drives your passion for this cause?



## Question 2

---

Have you ever had to  
persuade someone to  
take action on  
something important?

What approach did you  
take?



# LEARNING OBJECTIVES

CoGrammar

Leadership & Management/**Introduction to Advocacy Training**



# Learning Objectives

---



- **Develop** an advocacy mindset
- **Communicate** effectively for advocacy
- **Master** influencing and negotiation skills
- **Empower** others to become advocates
- **Understand** how to engage and collaborate for greater impact



# Developing an Advocacy Mindset

# Identifying the Issue

---



To develop the skill of identifying a clear, actionable issue that can form the basis of your advocacy efforts.

## Personal Activity - Identifying the Issue

---

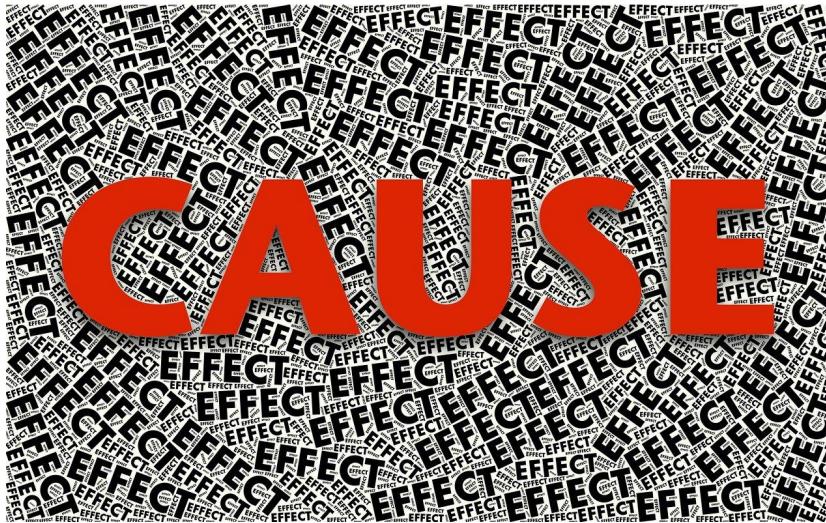


Take a moment to reflect on a cause you feel passionate about. What is the core issue that needs to be addressed in that cause?

How would you break down that issue into a clear, actionable goal?

## Understanding the Root Causes

To gain a deeper understanding of the root causes behind the issue you want to advocate for, ensuring that your efforts address the problem at its source.



## Personal Activity - Understanding Root Causes

---



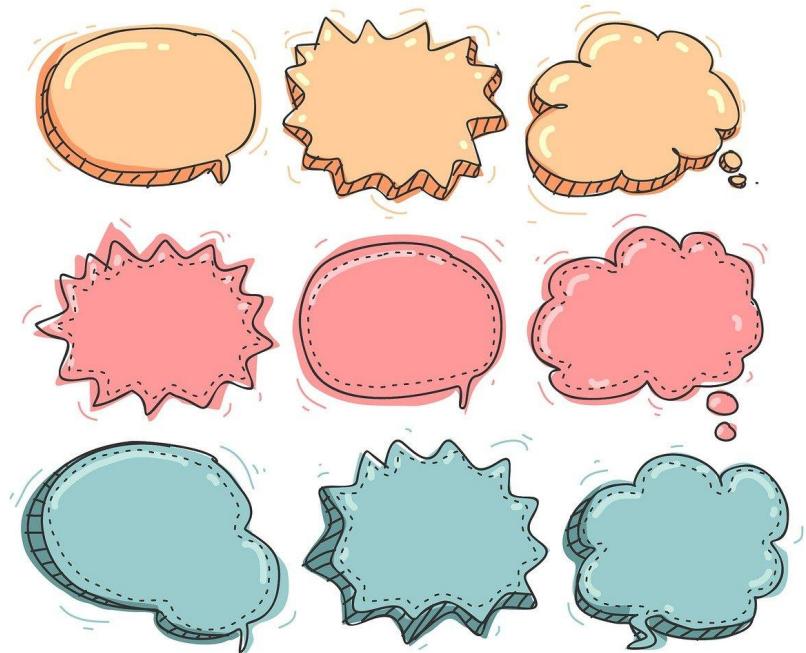
Think about the issue you identified earlier. What do you think are the underlying causes of that issue?

Why do you believe this is happening?

# Enhancing Communication and Persuasion Skills

---

To strengthen your ability to communicate your message effectively and persuade others to join your cause.



## Personal Activity - Enhancing Persuasion Skills

---



Think about a time when you successfully persuaded someone to take action.

What methods did you use to make your argument convincing?

# Cultivating Resilience and Perseverance

---

To understand the importance of resilience in advocacy and develop strategies to remain focused and motivated despite challenges.



## Personal Activity - Cultivating Resilience

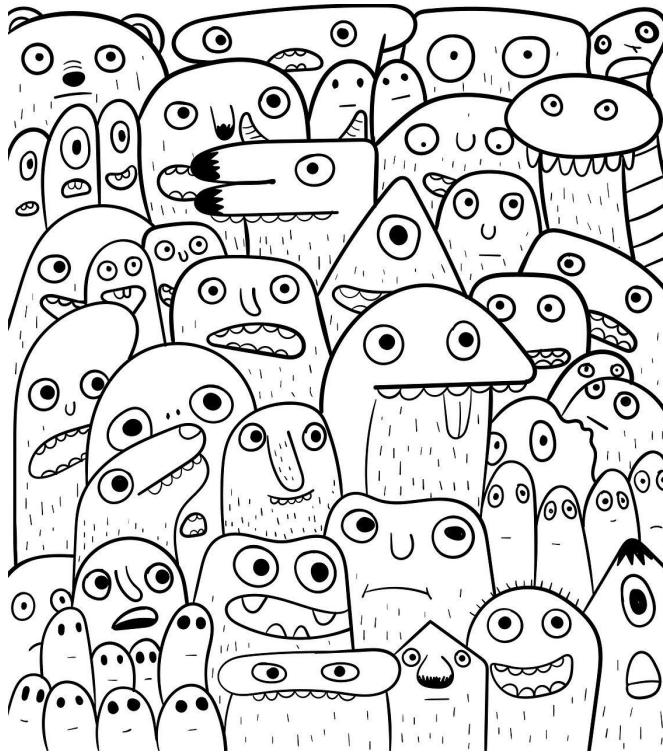
---



Think of a time when you faced resistance or setbacks while working toward a goal. How did you overcome it?

What strategies can you use in your advocacy efforts to stay resilient?

# Building Networks and Collaborating



To recognise the importance of building networks and partnerships to strengthen your advocacy efforts.

## Personal Activity - Building Networks

---



Who are the key people or organisations you could collaborate with to advance the cause you care about?

How can you begin to build those relationships?



# Communicating Effectively for Advocacy

CoGrammar

Leadership & Management/**Introduction to Advocacy Training**

## Know Your Audience

---



To tailor your communication to resonate with different audiences, ensuring that your message is relevant and impactful.

## Personal Activity - Understanding Your Audience

---



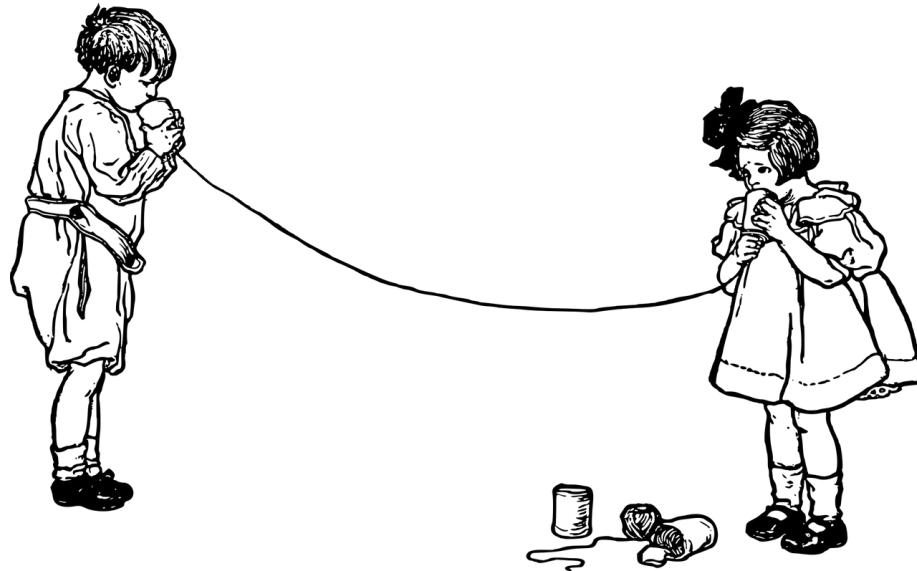
Who is your primary audience for your advocacy efforts?

What are their main concerns or motivations?

How would you adapt your message to appeal to them?

## Use Clear and Compelling Language

---



To develop the skill of using simple, clear, and persuasive language that will engage your audience and strengthen your message.

## Personal Activity - Crafting Clear Messages

---



Write a 2-sentence message that explains your cause in a clear and persuasive way.

Imagine you only have a brief moment to grab someone's attention—what would you say?

# Utilising Storytelling



To understand the power of storytelling in advocacy and how it can emotionally engage your audience.

## Personal Activity - Crafting Your Story

---



Think of a personal story or anecdote related to the cause you're advocating for.

How could you use this story to emotionally engage others?

# Supporting Arguments with Data and Evidence



To understand how to back up your message with reliable data and evidence, making your argument stronger and more credible.

## Personal Activity - Research and Data

---



What data or statistics can you find to support your advocacy message? How can you use this information to make your argument stronger?

# Using Diverse Communication Channels

---



To utilise different communication channels (social media, public speaking, print, etc.) to reach a wide audience.

## Personal Activity - Exploring Channels

---

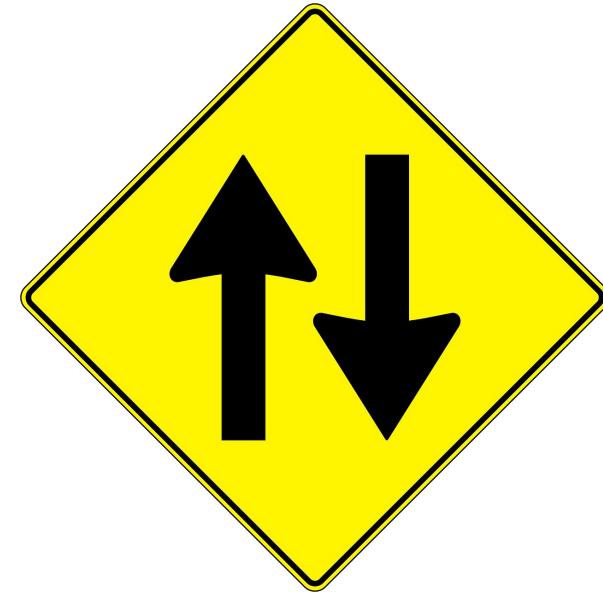


What communication channels would be most effective for your advocacy cause?

How could you use social media, public speaking, or print media to reach your audience?

# Engaging in Two-Way Communication

To recognise the importance of dialogue and feedback in advocacy, ensuring that your communication is interactive and responsive.



## Personal Activity - Two-Way Communication

---



Think about a time when you engaged in a conversation about your cause.

How did you listen to the other person's perspective?

What did you learn from the dialogue?



# Influencing and Negotiating Skills

# Influencing Skills

To develop the ability to persuade and influence others toward a desired outcome.



## Personal Activity - Practising Influence

---



Think of someone you'd like to persuade to support your advocacy cause.

What arguments and emotional appeals would you use to influence their decision?

# Negotiation Skills

To develop key negotiation skills, including flexibility, active listening, problem-solving, resilience, and assertiveness.



## Personal Activity - Practising Negotiation

---



Think about a situation where you may need to negotiate for your cause.

What skills do you need to develop to reach a successful agreement?



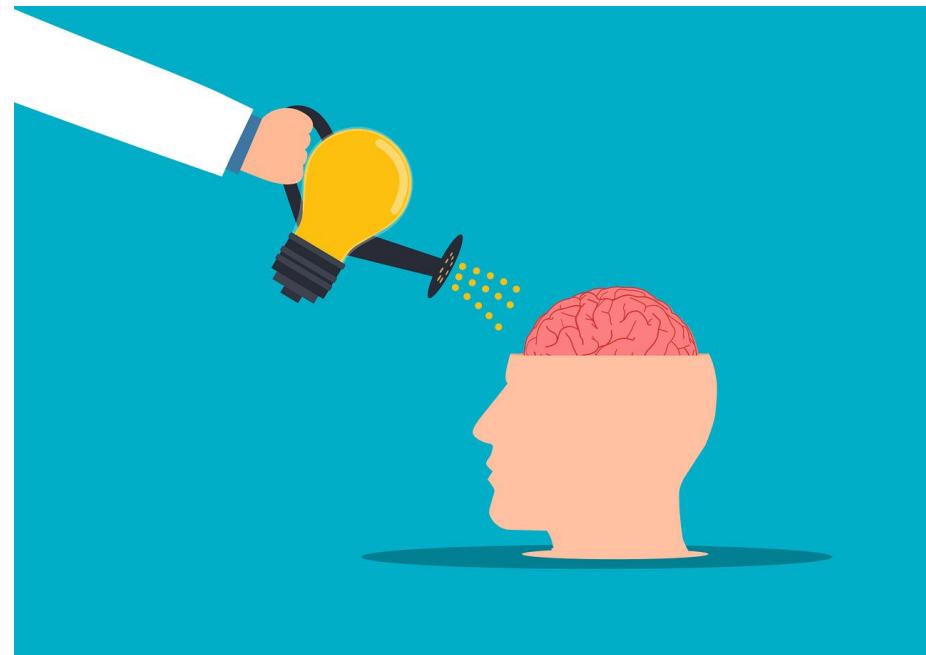
**THE | END**

## Conclusion

# CONCLUSION

---

- Advocacy is about mindset, communication, and negotiation
- Empower yourself and others to create change



## Personal Activity - The final one

---



Now that you have learned the key skills for advocacy, what is the first step you can take to advocate for your chosen cause?

# Questions and Answers

CoGrammar



# Let's take a break

CoGrammar



# Thank you for attending

CoGrammar



Department  
for Education