

# CoGrammar

Welcome to this  
session:

## Open Session:

*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



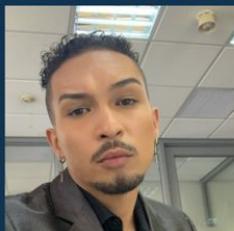
Nurhaan Snyman



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 halves 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, and they are all pointing their thumbs in unison.

# HOUSEKEEPING

# Leadership & Management Live Lectures – Housekeeping

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- 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

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- 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.**



**CONNECTION**  
**before content...**

# LEARNING OBJECTIVES



# Learning Objectives



- **Develop** an advocacy mindset
- **Communicate** effectively for advocacy
- **Master** influencing and negotiation skills



# Goal of Advocacy Training

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To equip you with the tools and strategies to advocate confidently, communicate persuasively, and influence positive change.

# Developing an Advocacy Mindset



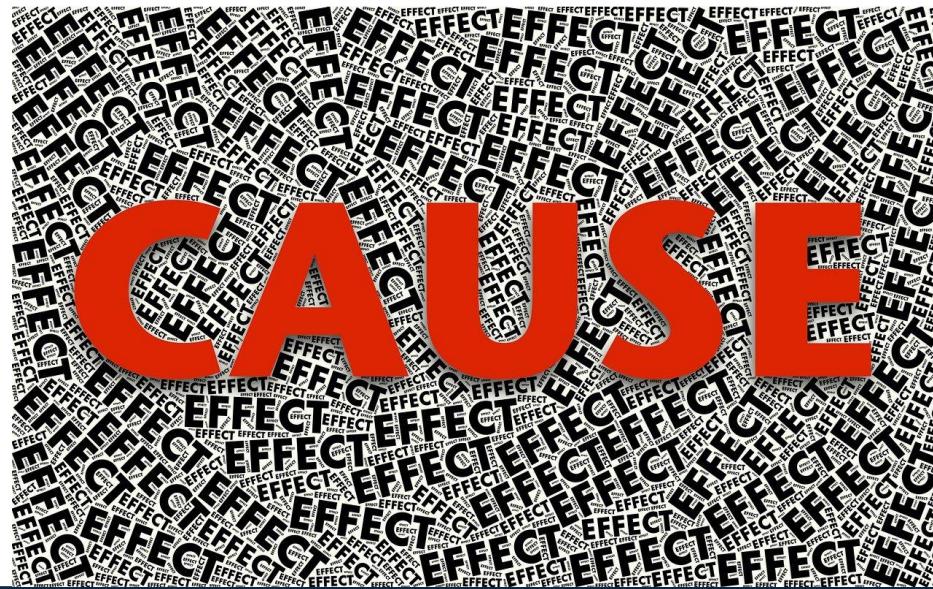
To understand the mindset required for effective advocacy.

- Identifying the issue
- Understanding the root causes
- Enhancing communication and persuasion skills
- Cultivating resilience and perseverance
- Building networks and collaborating

# Identifying the Issue & Understanding Root Causes

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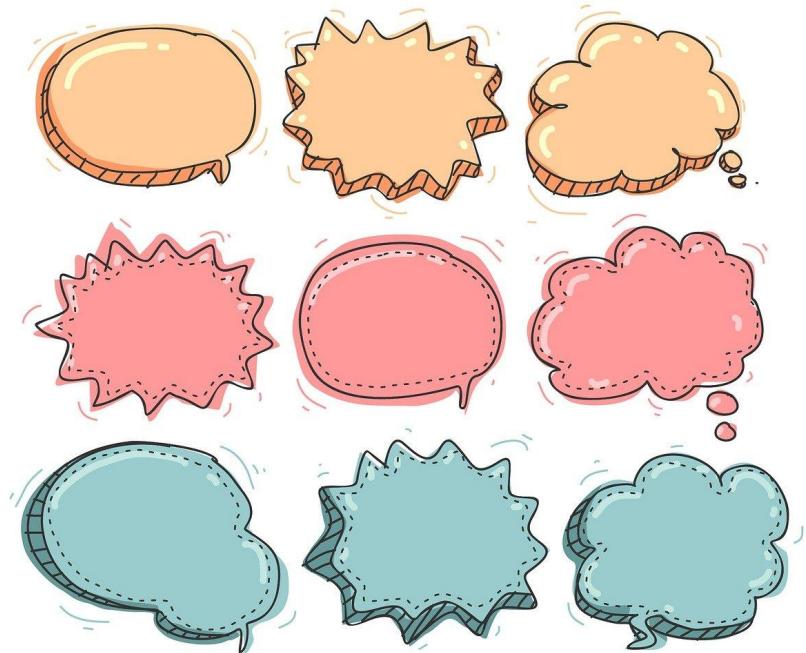
To effectively identify the issue and understand its underlying causes.



# Enhancing Communication and Persuasion Skills

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To refine your communication and persuasion techniques.



# Cultivating Resilience and Perseverance

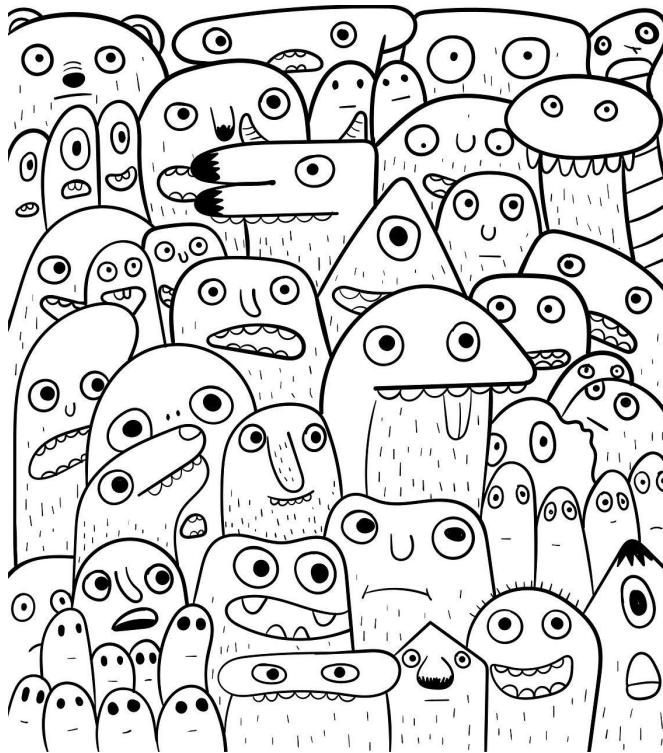
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To build the resilience needed to stay committed to advocacy work.



# Building Networks and Collaborating

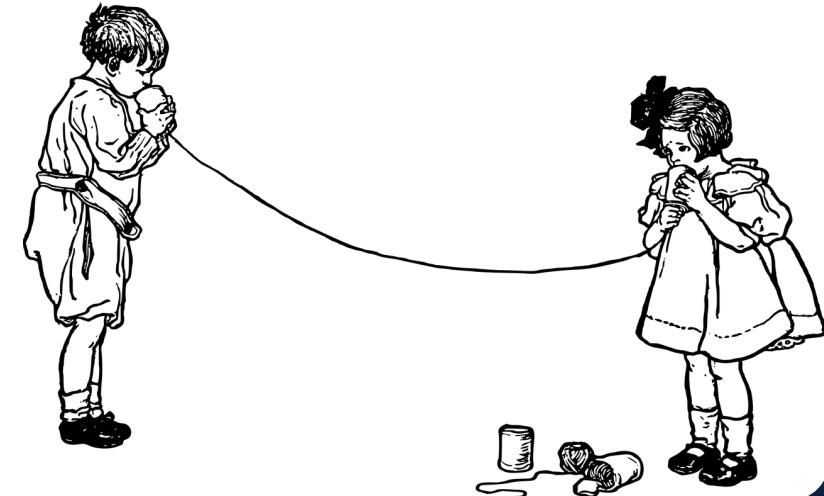
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To understand the importance of building connections in advocacy work.

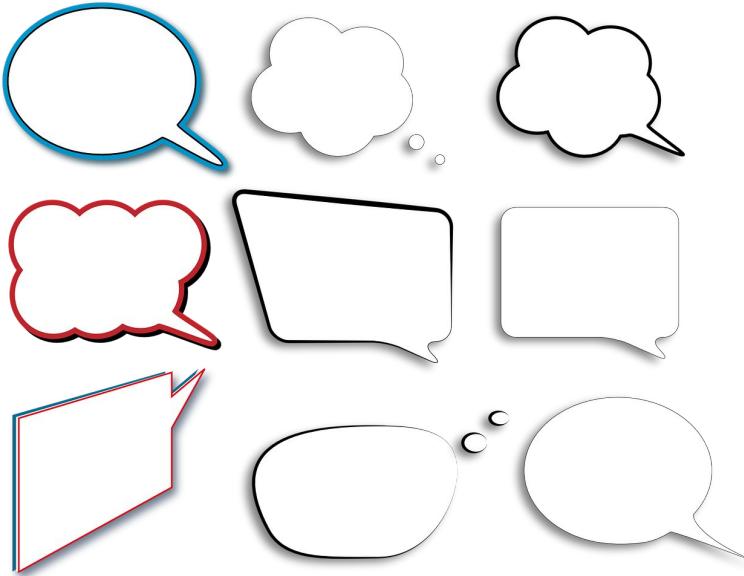
# Communicating Effectively for Advocacy

- Know your audience
- Use clear and compelling language
- Utilise storytelling
- Support arguments with data and evidence
- Use diverse communication channels
- Engage in two-way communication
- Empower others to advocate



# Know Your Audience & Use Clear Language

To tailor communication for maximum impact.



# Utilising Storytelling & Supporting Arguments with Evidence

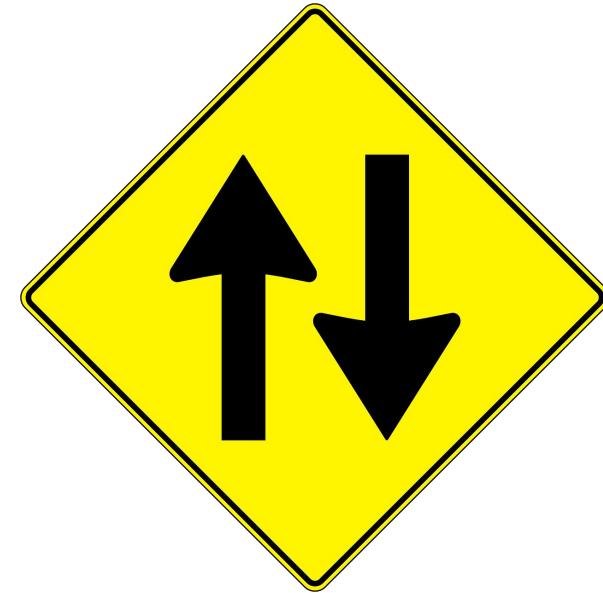


To enhance persuasive communication through storytelling and evidence.

# Using Diverse Channels & Engaging in Two-Way Communication

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To learn how to use various channels and encourage engagement.



# Empowering Others to Advocate

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To inspire and enable  
others to join the  
advocacy effort.



# Influencing and Negotiating Skills

To master the skills required to influence others and negotiate for change.

- Influencing Skills
- Negotiation Skills  
(Flexibility, Active Listening, Problem-solving, Resilience, Assertiveness)



# Influencing Skills

To understand the art of influencing others.



# Negotiation Skills

To refine negotiation skills for successful outcomes.



## Personal Activity

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Think of an issue or cause you care deeply about.

What is the first step you could take to advocate for it?

How can you apply the skills we discussed today (mindset, communication, negotiation) to make your advocacy more effective?



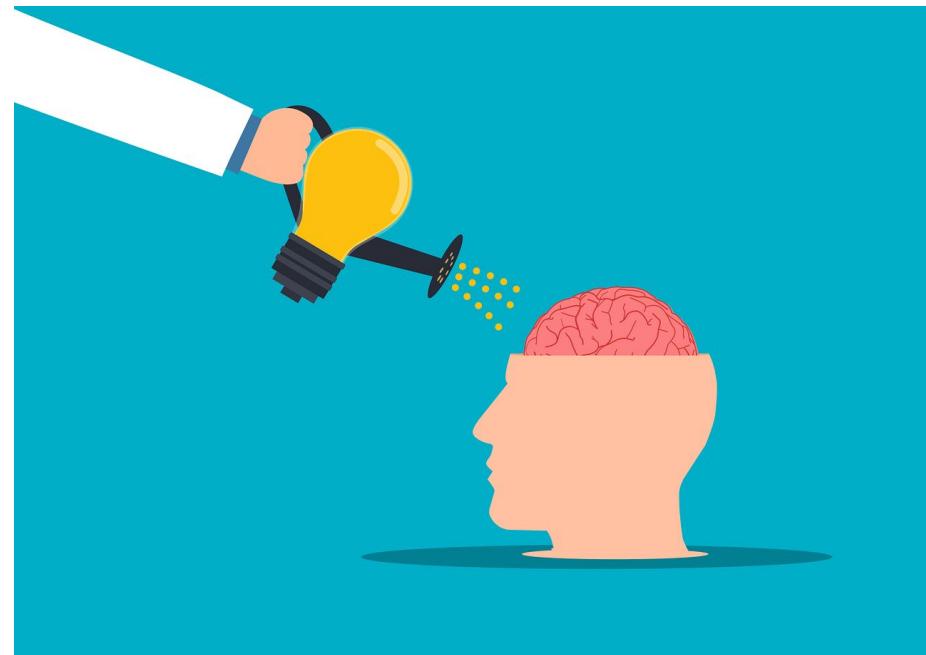
THE | END

## Conclusion

# CONCLUSION

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



# Questions and Answers

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# Let's take a break

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# Thank you for attending

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Department  
for Education