



Welcome to this  
session:

## Q&A Session:

*Building Advocacy Skills:  
Mindset, Communication,  
Influence, and Impact*

**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.*



# 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](https://www.hyperiondev.com/support)
- Report a safeguarding incident: [www.hyperiondev.com/safeguardreporting](https://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.**

## **Developing an Advocacy Mindset**

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An advocacy mindset is about adopting a proactive and solutions-oriented approach to support causes that matter to you. It involves confidence and persistence in creating positive change.

- **How to cultivate it:**

- Identify your values and causes
- Stay informed
- Resilience



## Question 1

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Why do you think developing an advocacy mindset is essential for personal growth and creating positive change in communities or organisations?



## **Communicating Effectively for Advocacy**

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Effective communication in advocacy is about expressing your ideas clearly and persuasively while engaging with your audience.

- **Key skills to develop:**
  - Articulate your message
  - Know your audience
  - Active listening

## Question 2

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Can you think of a time when you had to communicate a tough message or stand up for something you cared about?

How did you manage to make your point in a way that others understood?





## Influencing and Negotiating Skills

Influencing and negotiating involve convincing others to understand your perspective or to reach a mutually beneficial compromise.

- **Core skills:**
  - Build rapport
  - Negotiation tactics
  - Win-win approach
  - Conflict management

### Question 3

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In your opinion, what role do negotiation and influence play in advocating for change in your community or workplace?



# Measuring Advocacy Impact and Navigating Ethical Dilemmas

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## Measuring Impact:

- Why measure?
- **Key metrics to track:**
  - Quantitative.
  - Qualitative
  - Behavioral Change

## Navigating Ethical Dilemmas in Advocacy:

- Ethical integrity
- Balancing truth with persuasion
- Ethical decision-making framework



## Question 4

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How do you measure success in advocacy?

Is it about numbers or more about the changes in people's attitudes or behavior?





**THE**

**END**

# Conclusion

## Summary

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Developing an Advocacy Mindset

Communicating Effectively

Influencing and Negotiating

Measuring Impact and Navigating Ethical Dilemmas



## CONCLUSION

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Advocacy is a powerful tool for creating change.

By developing the right mindset, honing your communication skills, learning to influence and negotiate effectively, and measuring the impact of your work, you'll be better equipped to create meaningful, lasting change.

# Questions and Answers



# Thank you for attending



**CoGrammar**



Department  
for Education