Online Advocacy Strategy and Influencing Skills

8 week online training course

intrac for civil society

Course summary

This course introduces participants to the core skills needed to influence powerful stakeholders and policy processes in a range of contexts. It also gives participants a thorough understanding of how to develop and monitor effective advocacy strategies. You will explore tools for analysing where power lies on your issue and who has a stake in it. You will learn how to develop a theory of change and identify which advocacy tools and approaches are most appropriate for your context and issue. You will also learn skills in developing and communicating an advocacy message and other core influencing skills, such as how to tailor your advocacy to the interests and values of those you seek to influence.

What is the course format?

The online Advocacy Strategy and Influencing Skills is a facilitated, interactive and collaborative e-learning experience. You will have access to:

- Seven interactive live sessions facilitated by our highly experienced consultant and an instructional producer, including small groups discussions and exercises. Each webinar lasts 90 minutes.
- All programme materials on the INTRAC e-learning platform, including videos and self-paced activities
- Opportunities to interact with other participants on the programme through the platform discussion forums and the live sessions
- One 50-minute individual mentoring session via Skype
- Feedback on your individual assignment

What are the objectives?

By the end of the training participants will:

- Be familiar with the stages of the advocacy planning cycle and be better equipped to develop an advocacy strategy
- Be able to analyse the external environment and policy processes and identify appropriate 'levers of influence'
- Develop a simple theory of change for achieving the change being sought
- Be aware of power dynamics and the role it plays in achieving advocacy success
- Have explored and practised some core influencing skills
- Have reviewed appropriate tools and methods for monitoring and evaluating advocacy

Who is this training course suitable for?

This course is particularly relevant to those with some experience in advocacy which they would like to build on or to those who are intending to engage in some form of advocacy in the near future. Participants do not need to have had formal work experience in this area or to have worked in an advocacy/policy role.

What are the IT requirements?

You will need a laptop and ideally also a headset, as well as access to broadband internet. You will need to be able to download software (Zoom) to access the live sessions. INTRAC's e-learning platform (Moodle) is accessible via browser. If you have any doubt about these requirements, please do get in touch.

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Course content and structure

Module 1: Introducing Advocacy	• Overview of the range of tools in the advocacy toolbox • Sharing stories of inspiring advocacy and the ingredients of success • Identifying common advocacy challenges • Checking in on our advocacy capacity needs
Module 2: Developing an advocacy strategy	• Overview of 10 main steps to developing an advocacy strategy • Identifying your advocacy goal • Clarifying the potential contribution of your organization/coalition to achieving the advocacy goal
Module 3: Analysing the context for your advocacy	• Analysing key external actors and factors affecting the advocacy strategy • Identifying factors in your organisation/coalition that could shape your strategy • Power and stakeholder analysis
Module 4: Developing a theory of change, part 1	• Exploring different advocacy approaches/tools • Identifying the most appropriate approaches/tools for your context
Module 5: Developing a theory of change, part 2	• Developing an advocacy roadmap with key milestones • Tools for testing your assumptions – as advocacy rarely goes to plan
Module 6: Monitoring and evaluating your advocacy strategy	• Key challenges of advocacy M&E and how to overcome them • How to set outcome indicators that will help you measure progress • Overview of advocacy M&E methods and principles
Module 7: Advocacy messages and persuasive techniques	• Developing and communicating an advocacy message • Advice on face-to-face influencing and negotiation skills • Tips and experiences regarding persuasive techniques
Module 8: Course wrap-up and advocacy surgery	• Recap of main steps in the advocacy strategy • Addressing remaining questions and advocacy challenges • Tips for taking the learning back to your organisation • Course evaluation

What is the time commitment?

The online Advocacy Strategy and Influencing Skills training course will last a total of 8 weeks. On average, we estimate participants should set aside 4-6 hours per week for this course. In weeks 4 and 6 there will be no live session, but there will be personal and group assignments to complete on the e-learning platform.

Live session calendar

Module	Dates & times
Enrollment and self-paced activities from 11-17 October	
1	Wednesday 18 October 2023, 1pm UK time (BST)
2	Wednesday 25 October 2023, 1pm UK time (BST)
3	Wednesday 1 November, 2023, 1pm UK time (GMT)*
4	*No live session - self-paced activities only*
5	Wednesday 15 November, 2023, 1pm UK time (GMT)*
6	Wednesday 22 November, 2023, 1pm UK time (GMT)*
7	Wednesday 29 November 2023, 1pm UK time (GMT)*
8	Wednesday 6 December 2023, 1pm UK time (GMT)*

 * Kindly note that British Summer Time (BST) ends on 30 October 2023. The live session time may change depending on daylight saving time in your country.

Course fee

The fee for this course is £799. Some Training Access Scholarships are available for participants from small NGOs / civil society organisations. For more information please contact the INTRAC training team using the details below.