

Online Advocacy Strategy and Influencing Skills

8 week online training course
October - December 2024



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 how to tailor your advocacy to the interests of those you seek to influence. You will also learn skills in developing and communicating an advocacy message and in using research and evidence for advocacy purposes. You will explore various influencing techniques and start identifying which techniques are most appropriate for your context and issue.

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:

- Six interactive live sessions facilitated by our highly experienced consultant and an instructional producer, including small groups discussions and exercises. Each session lasts 90 minutes from 1 pm to 2:30 pm UK time (BST).
- All programme materials on the INTRAC e-learning platform, including videos and self-paced activities
- Opportunities to interact with other participants on the course through the platform discussion forums and live sessions
- One 60-minute individual mentoring session
- Feedback on your individual assignments

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. It is suitable for those who are looking to develop, monitor and evaluate their advocacy strategy in a systematic way.

What are the IT requirements?

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

Course content and structure

Week 1: Introducing Advocacy	<ul style="list-style-type: none"> • 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
Week 2: Developing an advocacy strategy	<ul style="list-style-type: none"> • 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
Week 3: Analysing the context for your advocacy	<ul style="list-style-type: none"> • 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
Week 4: Developing a theory of change, part 1	<ul style="list-style-type: none"> • Exploring different advocacy approaches/tools • Identifying the most appropriate approaches/tools for your context
Week 5: Developing a theory of change, part 2	<ul style="list-style-type: none"> • Developing an advocacy roadmap with key milestones • Tools for testing your assumptions – as advocacy rarely goes to plan
Week 6: Monitoring and evaluating your advocacy strategy	<ul style="list-style-type: none"> • 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
Week 7: Advocacy messages and persuasive techniques	<ul style="list-style-type: none"> • Developing and communicating an advocacy message • Advice on face-to-face influencing and negotiation skills • Tips and experiences regarding persuasive techniques
Week 8: Course wrap-up and advocacy surgery	<ul style="list-style-type: none"> • 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 week 4 there will be no live session, but there will be individual assignments to complete on the e-learning platform.

Live session calendar

Week	Live session date and time
10 -15 October - enrolment and preliminary activities	
1	Thursday 17 October 2024, 1pm UK time - 1st live session
2	Thursday 24 October 2024, 1pm UK time - 2nd live session
3	Thursday 31 October 2024, 1 pm UK time - 3rd live session
4	Thursday 7 November - No live session - work on assignment
5	Thursday 14 November 2024, 1pm UK time - 4th live session
6	Thursday 21 November 2024, 1 pm UK time - 5th live session
7	Thursday 28 November 2024, 1pm UK time - 6th live session
8	Thursday 5 December 2024, 1 pm UK time - 7th live session

Course fee

The fee for this course is £799. Bursaries are available for small NGOs / civil society organisations based in the Majority World. For more information please contact the INTRAC training team using the details below.