

THE NGO ACADEMY'S

Advocacy Algorithm



with Karen Judd Smith

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Welcome to the

THE NGO ACADEMY'S
Advocacy  *Algorithm*

“Whenever you see a successful business (social enterprise) someone once made a courageous decision.”

Peter Drucker

You and a select group of insightful and courageous individuals are about to embark on an incredible journey building your knowledge and skills in the area of advocacy (and leadership) at the United Nations.

Get ready for your whole perspective to change!



You're Special!

#1

You're part of a significant group:

- Relentless sense of optimism
- All start with some talent

What creates special outcomes

#2

You're Input Will Enhance The System

- First completely online program
- Will help you as well as those who follow

#3

Your Success Means More To Me Than It Might Even Mean To You!

- **I've been working on this for over one year now, so your success will be the culmination of all my efforts to date**
- **Grounded in my determination to make this kind of learning available beyond geography and time zone.**

#3

Your Success Means More To Me Than It Might Even Mean To You!

- I do want to capture “your story,” your experiences as you go through the training AND then go to the UN and have your experiences on the ground there.

Biggest Barrier To Your Success...

- Persistence
- Recognizing the “value” of incremental “one degree shifts”
- Assuming “success” is in the big “ta daas” of events or the “front of the room”

“

Few will have the greatness to bend history; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation...

Each time a person stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, they send forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring, those ripples build a current which can sweep down the mightiest walls of oppression and resistance.”

Senator Robert Kennedy
University of Cape Town, South Africa
6 June 1966

Too Specialized To Be Taught Superficially

- Gradual, bite-sized chunks of information
- Get some of the info from a number of perspectives
- Provide enough basic information so that each NGO UN Office Director can focus on educating volunteers and staff about their specifics

Too Specialized To Be Taught Superficially

- Needs to be step by step
- Many elements that stack on one another
- Whole sequence has a logic behind it
- Homework takes you one step closer to being “professional” in their PR and advocacy

What Makes the Program Work?

- Knowledge
- Structure
- Expertise
- Community
- Transparency
- Your questions answered

More, Better, And Easier To Follow

- Launch of a learning system that is able to provide so much more than a one-day or even one-week intensive
- Helpful for other NGOs in the future

The Components

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- **Video Tutorials**—one per day (on average) with a total of 10 per module. One module is released every 2 weeks.
- **Worksheets, Info Sheets & Resource Area** with the relevant tutorials
- **Q&A calls** (monthly) to answer your questions related to the content

The Components

- **Interviews** with others with experience at the UN or in relevant areas of experience.
- **Mystery Bonuses**— Things that come up that I don't even have a plan for now!

To Expand Your Capacities... Mastery

- **Believe** that you can
- **Schedule time each day**— Plan to become an “expert” on effecting change at the UN
- **Get involved** become a vital member of this community. Build a network!

To Expand Your Capacities... Mastery

- **Go The Distance**—To learn and internalize the material so that it becomes yours, listen to and review the material more than once. Focus.
- **Reflect**—Watch yourself to monitor your own learning, perspectives, attitudes and barriers. Explore why, when you meet resistance.

To Expand Your Capacities... Mastery

- **Think Differently**—Challenge yourself to think differently.
- **Become Action Oriented**—Anything work doing well is work doing poorly at first. To get good at anything and to really learn the material, you must actually apply it.

To Expand Your Capacities... Mastery

- **Be Curious**—Research and find out more. Develop your expertise.
- **Teach It To Learn It**—Teach what you learn to your own family or your colleagues. At least one person, each piece you learn.

Video Tutorials... Group Calls

- **1st Time**—Give it your complete attention.
- **Consolidate your notes**— Into a single page.
- **Review**—the video or call. Exchange notes. Review weekly.
- **Commit to Action**—Schedule some action.

Module Overview

- Want you to understand the plan, and to see that the sequence is important.
- Especially if you want to become “naturally effective.”

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Module Overview

Module 1	Foundational Information and Positioning
Module 2	Structural Basics of the UN
Module 3	UN Resolutions, Documents & Intergovernmental Lobbying
Module 4	Working With Member States
Module 5	Advocacy: Building Your Competency
Module 6	Building Your NGO's Team...And Next Steps

Once Things Become Clear, It's Easy To Take Action

- Clarity is essential for effective action.
- Allow yourself time to learn
- Connect with your NGO's UN Office Director to get in synch with your NGO's strategy

Expectations

What You Can Expect From NGOA

- The best material we can produce for you to expand your capacity as an advocate at the UN
- To share with you the specifics from my related experiences and those of my clients

What You Can Expect From NGOA

- To provide you with the core elements that will help you to be a significant contributor to your NGO's impact at the UN
- To use the feedback you give us to improve and make the best program possible for you.

What I Expect From You

- **Honest Feedback**—be brutally honest with me as to what you need
- **Respect My Intellectual Property**—I've worked very hard on this material and will continue to do so.

What I Expect From You

- **Commitment**—You signed up for a reason, you want a certain result, be willing to follow through.
- **Action Orientation**—Do something. Do anything. Do it as part of your NGO's team, but go ahead and ACT!

What My Goal Is For You

- **Competence**—Get the knowledge & basic skills that you need to be a potent team member that helps your NGOs make a significant impact at the UN
- **Renew Confidence**—Expand your knowledge and expertise, find new energy and excitement in your learning and doing that builds confidence

What My Goal Is For You

- **Commitment**—Discover the UN can be a place to substantiate your commitment to healthy change.
- **Get Clarity**—Get sufficient knowledge that together with your NGO staff and volunteers, you can effectively work to create change.

Action Items

Support?

- **FAQs**—<http://www.NGO-Academy.org/faq/>
- **HelpDesk**—<http://www.NGO-Academy.org/helpdesk/>

United Nations

“Everything will be all right - you know when?”

When people, just people, stop thinking of the United Nations as a weird Picasso abstraction and see it as a drawing they made themselves.”

Dag Hammarskjöld
Second Secretary General of the UN



Thank you... and
See you soon!