

THE NGO ACADEMY'S

*Advocacy
Algorithm*



with Karen Judd Smith

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Advocacy Algorithm



Module IV: Lesson 16 A Pause For Perspective...

Pause for Perspective

- We all lead
- Our reality is “constructed” through our relationships
- Our beliefs profoundly shape our experience and the meaning we give them
- Beliefs can undermine our best efforts to achieve our goals or help us grow success
- 8 toxic and 8 helpful beliefs that will help you succeed in advocacy & PR
- Shift when you think you might be stuck...

Where You Are
Now

Optimal
Thinking: What will get
you there

The Achievement of
Your Goals for Your
NGO @ the UN

Accurate
Clean
Focused
Correct
(for your goals)

Pause for Perspective

- New Year's Resolutions
- We like to make goals: feels good, exciting, stimulating.
- We know what we want... we know what to do... we know why... (largely) know how...
- Why don't we do what we know we should (or say we want) to do?
- But what about a discussion of what it will take to get to the goal ie. the process we are prepared to embrace?

Patently Ineffective Assumptions

- Clarify what it is that you want
- Reconnect with what the goals mean to you, how you will feel, how they are worth your effort
- Be shown how to
- FALSE Assumption: We are primarily rational beings. We logic and reason to reach our goals.
- “Oh I see, this is not good for me. Here I will change immediately!”
- Strategic plans continue to have this same (useless) structure... forgetting the “human” element.

Why don't we ... ?

- Rewards and pleasure are in the future
- Disruption, discomfort, annoyance are immediate.
- In fact we have to change our lifestyle/habits/routines now and take up new ones to get a different future.
- PLUS have the courage to maintain the new habits and not yield to old familiar temptations

Our Pattern...

- try a little
- succumb to temptation
- get frustrated and give up / become cynical

The 4 Facets of Change

Pillars	Practices	Elements	Key Choices
Principles	Knowledge	Information	Axis
Purpose	Passion	Energy	Process
People	Friendship	Relationships	Sincerity
Beliefs			

8 Pivotal Beliefs

That Undermine Effectiveness	That Grow Competence
Not confident or smart enough	Anyone can succeed with the right mindset and skills
I'll/we'll get the NGO recognized then we can start making a difference	Your NGO will get recognized when you start making a difference
I/we need to make an impact fast but working with people is slow	You can start to impact the UN community immediately with small intentional acts
My/our NGO can't afford to have extra staff that we really need to be effective	Significant change is always spearheaded by a small group
I/we have too many things to do to really get the NGO structured	Focus and strategic leverage is what moves mountains, not having more time
I'll/we'll think about developing organizational strategies after I/we have made a plan, made contacts etc.	You'll make better strategic choices when you are clear on your objectives, plan, resources and time-frame
Someday, someone will realize how important our work is and then things will get easier...	I'll only succeed with the right thinking, the right focus and by making the right actions
More is always better than less	Less is more because of focus, output and effectiveness

Today's Homework ...

Make a point of continuing to observe (and differentiate) in your own thinking between your “debilitating” beliefs that undermine your ability to reach your goals and those that help you move forward and “grow” your success.

Perhaps you can think of one other belief that you have that you know is “not quite right” but it keeps popping up. Remember, we are not talking about the big philosophical beliefs here, but the small, functional ones...

