Module V: *Lesson 22*
An Introduction to
Advocacy & Its Core Competencies

EFFECTIVE ADVOCACY IS:

- A set of hands-on technical skills and practices needed to effectively press for change.

- The foundation of active citizenship

- A process through which ordinary people can participate in decision making at all levels.

EFFECTIVE ADVOCACY IS SOCIAL LEADERSHIP

- Identifying priorities

- Crafting strategies

- Stepping out and being an integral part of and leader in our community

- Taking action and achieving results

AN ADVOCATE:

- Is empowered and empowers others

- Shapes the future

- Makes a difference

AN ADVOCATE:

- Discovers new possibilities and constructs ways to implement them

- Is a leader of thought and action

- Is solutions focused

THREE CORE COMPETENCIES (PLUS 1)

1. Framing

2. Building and Using Social Capital

3. Mobilizing Resources

Plus 1—Solutions Focused Leadership

ADVOCATES

- often work in an environment of wrongs, abuse, victimization

- can be reactive or responsive

- are in a position to leverage strong emotions that arise where there is injustice, violation and greed

- usually work to redistribute existing power, resources and/or emotional satisfaction

"PLUS I" ADVOCATES

- Also add new vision/energy into the existing system through **generative leadership** that provides positive solutions.

- They change their focus from the redistribution of existing resources and legitimacy *(results from problem or pathology-focused approach to change centered around the question: "What causes or maintains the problem and how can we address this?")*

- The pursuit of PLUS 1 advocates is to answer a different question: **"How do we construct solutions?"**

ASSUMES LEADERSHIP BASICS

Leadership is a complex issue studied by many (120 M web pages that deal with leadership).

The definition I work with in relation to advocacy is:

- **the capacity to engage, influence and transform culture.**

- **rooted in the intersection of our self-leadership, our experience and our personal sense of mission.**

- **a choice not a position.**

ASSUMES LEADERSHIP BASICS

- **solutions focused leadership** that works to **construct** solutions *(not "find" them)*

- grounded in profound **respect** for the dignity, resourcefulness and potential of each person *(including the vulnerable)*

- that is **distributive in action** *(doesn't horde power, that is, shifts ownership, resources and currency "out" via mastery, purpose & autonomy)*

GENERATIVE LEADERSHIP

- Constructs solutions (not "discovers" them)

- Is inclusive — noticing, valuing and building from the "small" as well as leveraging existing strengths

- Assumes there is more than one solution

- Facilitates, empowers and helps model the process of change

SOLUTIONS FOCUSED & GENERATIVE

- Do key work in **advance** *(framing and planning)*

- Are not just bringing our prospects a "**you should**"

- Bring them a clear, thought out plan that shows people how **their problem can be solved** (quicker and easier) than otherwise thought

Empowerment Map: From A Problem to Solution Focus		
Language/Frame Shift	Line of Enquiry	Empowering E's
What I **don't** want —What I **do** want	What is the goal?	In the **End**
When things go **wrong** —When things go **right**	When do the little pieces of that happen?	**Evidence**
Forces **beyond** my control —Forces **within** my control	How did I do that?	**Expertise & Capacity**
I'm **stuck** —I'm **progressing**	What good things result from that?	**Effect & Difference**
More troubles to come —**Positive Possibilities**	What's next?	**Explore & Energize**

TODAY'S HOMEWORK

- Which point caught your attention most, or had you NOT thought about before that might be useful to you? How?