

# Influencing and Advocacy Skills

Bristol, 29 June 2011



**Enhance your ability to influence, be an effective advocate and have a lasting and positive impact on people around you**

## **Context**

As the green space sector squares up to ever increasing demands on diminishing resources, the ability to influence, be an effective advocate and have a lasting and positive impact on people is more important than ever.

Delivering a clear, strong message that convinces decision makers of the true significance and value of the services that your team provides is fundamental to securing the sector's future.

Our Influencing and Advocacy workshop is designed to help you with these challenges and proved popular at the recent CABE Space Leaders Conference.

## **Booking information**

IPGS members: £100 (+VAT)

GreenSpace members & Green Flag judges: £120 (+VAT)

Other: £140 (+VAT)

Please complete the booking form and send to the address provided.

Venue: Armada House

[www.ipgs.org.uk/influencing.php](http://www.ipgs.org.uk/influencing.php)

Time	Topic	Session type
09:00 – 09:30	<i>'Check in' &amp; refreshments</i> <i>Networking....or just say hello!</i>	
Section One	Introductions, warm-up and some Theory	
09:30 – 09:45	Introductions	Group exercise 1
09:45 – 10:00	The Workshop...what's it all about?	Presentation
10:00 – 10:15	A social interaction somewhere near you!	Group exercise 2
10:15 – 11:00	Influencing & advocacy skills What are they and can we have them?	Presentation
11:00 – 11:15	<i>Break &amp; refreshments</i> <i>Networking...time to find out a bit about each other!</i>	
Section Two	<i>Goals</i> - what do you want to achieve?	
11:15 – 11:30	Goal setting for enhanced influencing & advocacy	Trio session 1
11:30 – 11:45	Creating a compelling future	Group exercise 3
Section Three	<i>Reality...becoming self-aware</i>	
11:45 – 12:15	The 5 Pillars Self Awareness exercise	Trio session 2
12:15 – 12:30	Cause & effect	Trio session 3

Section Four	<i>Options...recognising and considering what actions you could take</i>	
12:30 – 13:00	<i>Behaviour Causes Behaviour... which Causes Behaviour</i>	Presentation
13:00 – 13:45	<i>Lunch</i> <i>Networking...now's the time to find out something useful!</i>	
13:45 – 14:00	<i>Sell it!</i>	Duo session 1
14:00 – 14:15	What could you do?	Trio session 4
Section Five	<i>Way Forward...committing to changes and practicing them</i>	
14:15 – 14:30	Action planning	
14:30 – 15:00	Action practice & learning	
15:00 – 15:15	<i>Break &amp; refreshments</i> <i>Now you know everyone, you can ask them some really personal questions!</i>	
15:15 – 16:15	More action practice & learning	
16:15 – 16:30	The next steps... 'Sharpening the Saw'!	
16:30	<i>Close</i>	

# Workshop Facilitator

## Steve Wood

Steve is a Professional Coach & NLP Practitioner with an extensive 14-year track record. He is best known for his work with organisations & individuals in three specialist areas: organisational continuous improvement (especially in the culture & sport sector), health & well-being & communications (including harnessing charisma & presence).

Steve also works as professional actor & improvisational artist. He designs & delivers innovative entertainment, personal development & behaviour change programmes using theatre, performance & improvisation techniques.

In his influencing & advocacy work Steve draws on Coaching & Corporate Theatre methods fused with skills & knowledge in NLP and other subliminal & internal communication concepts (including hypnosis & motivational techniques). Steve also brings to this work his vast expertise & experience relating to the culture, sport & green space sectors.

Steve has an international Personal Coaching client base and has coached literally hundreds of organisations & partnerships throughout the UK & Ireland to plan & implement sustainable change & improvement. Over the last 14 years, Steve has played a significant role in developing & implementing formal quality & continuous improvement initiatives in the culture, sport & green space sectors, including TAES, CSIT, *Quest* & Peer-Supported Improvement.