

“Young researcher” project



**Training on advocacy, communication
and presentation skills**



Trainer: Elchin Rashid

Time: November 11, 2018, 09:30 – 17:00

Place: Holiday Inn hotel, Baku

To you, the Participant! *Welcome to this training! The aim is to make you advocates of policy recommendations.*

My firm belief is that everyone has a unique path to grow into a successful professional. Do not let therefore standardized settings rub away your singularity.

By singularity, I mean the unique set of circumstances that makes each of us who we are, and it comes along with certain kind of self-awareness and the capacity to accept and appreciate the uniqueness of others.

This is therefore a very important feature to serve us and others around. Treat the activities in this training to reveal and demonstrate your singularity and to make it even more prominent. whether it is politics, government or civil society, you are prepared to make decisions that affect many others.

Sponsors

The training is conducted within “Young researcher” project conducted by Entrepreneurship development foundation (EDF) and funded by Center for International Private Enterprise Development Institute (CIPE).

Purpose, aim and objective

The purpose is to improve the context of the policymaking in the country with more effectively active young economists. The aim of the training is therefore to make you advocates of policy recommendations. To that end, the objective of the training is to reveal and boost your relevant professional skills.

Scope

The name assigned to the training by the Project is “Advocacy, communication and presentation skills”. The training will therefore focus on revealing and boosting the skills on advocacy, communication and presentation needed for effective policymaking.

An effective policymaking includes a peace-time development of policy recommendations followed by a war-time advocacy of those recommendations. The former requires technical skills of a specialist with a narrow focus, whereas the latter requires both interpersonal and conceptual skills of a diplomat with broad relations.

This training aims at preparing war-time advocates of policy recommendations. Therefore, the scope includes no technical skill, but some relevant interpersonal and conceptual skills, or namely *advocacy, communication and presentation skills needed for a diplomat for change*.

Modality

The training will start with introduction to training where the rules, schedule, objectives and needs are discussed, and training expectations set based on that. The rest of the training (the main part) is divided into 4 equal sessions: the first session for introduction to policymaking modality and relevant skills followed by 3 sessions, each dedicated to one of 3 skills within the scope (*advocacy, communication and presentation skills*).

These 3 skills are covered separately, in separate sessions (and in the order provided above), yet each of these sessions will use and further develop the skills obtained and teamwork materials from earlier session. I.e.:

- The skills obtained and the forms developed in the 1st (Introduction to policymaking modality and relevant skills) session will be used and further developed in Advocacy skills session (the 2nd session). I.e. it will be not a training of Advocacy skills per se, but of Advocacy for policymaking.
- The 3rd session dedicated to Communication skills will be based on the skills obtained and the forms developed in the 2nd session (Advocacy skills). I.e. it will be not a training of Communication skills per se, but of Communication for advocacy for policymaking.
- The last (4th) session dedicated to Presentation skills will be based on the skills obtained and the forms developed in the 3rd session (Communication skills). I.e. it will be not a training of Presentation skills per se, but of Presentation for communication for advocacy for policymaking.

The skills in the scope will be delivered through *learning through practice* where you are given an introduction to a skill followed by teamwork. To make it a habit of to become successful policy advocate however, you will need to practice it later many times and apply in your personal and professional lives.

Schedule and Learning outcomes

09:30 | Registration of participants, networking, icebreaking

09:50 | Opening speech by Mr. Sabit Bagirov, EDP

<p>10:00 INTRODUCTION</p>	<p>The following will be discussed with participants:</p> <ul style="list-style-type: none"> - Training rules and roles - Q&A for introducing participants and needs assessment - Leveling expectations and setting the learning objectives - Training schedule, scope and modality - Procedures for teamwork and peer-assessment
<p>10:30 Session 1</p> <p>INTRODUCTION TO POLICYMAKING MODALITY AND RELEVANT SKILLS</p> <p>Teamwork: Elevator pitch</p>	<p>Participants will be able to:</p> <ul style="list-style-type: none"> - Define policy change, and theory of change - Paraphrase the problem and solutions for change - Plan the change and provide criteria - Formulate objective, aim and purpose of the change - Identify modality of policy change and activities needed - Identify resources to be mobilized - Defines skills needed for Policy change - Discuss skills development process and stages of learning
<p>11:40 Tea break</p>	
<p>11:50 Session 2</p> <p>ADVOCACY SKILLS</p> <p>Teamwork: Power mapping</p>	<p>Participants will be able to:</p> <ul style="list-style-type: none"> - Define policy advocacy for change - Get aware of pitfalls - Identify resources and activities needed - Analyze stakeholders for support - Determine interest groups to mobilize resources - Identify key players, potential support and time-bombs - Describe outreach and mobilization strategies - Define information needs
<p>13:00 Lunch</p>	
<p>14:00 Q&A and recap</p>	
<p>14:10 Results of team and individual assessments</p>	
<p>14:20 Session 3</p> <p>COMMUNICATION SKILLS</p> <p>Teamwork: Define right method</p>	<p>Participants will be able to (to be prioritized based on discussion of needs during Introduction):</p> <ul style="list-style-type: none"> - Set the purpose of communication in general - Apply effective communication in different settings - Explain the effective communication in this context - Discuss communication needs for policy change - Plan for communication with different parties - Define direct and indirect outcomes for communication - Define expected impact from policy recommendations - Develop communication strategy - Communicate with target and problem groups - Define right channels

	<ul style="list-style-type: none"> - Develop strategy for communication - Non-verbal communication - See the shadow sides of own communication - Describe own style of exchanging information - See the communication preferences of different traits
15:30 Tea break	
15:40 Session 4 PRESENTATION SKILLS Teamwork: Present policy change	Participants will be able to (to be prioritized based on discussion of needs during Introduction): <ul style="list-style-type: none"> - Timing and place for presentation - Types for successful presentations - Analysis of audience - Content of presentation - Preparation of visual aids - Handouts needed - Tips on effective presentation - Body language - Managing Q&A session - Handling the fears and difficult audiences
16:50 Q&A and recap	
17:00 Results of final team and individual assessments	
17:10 Closing speech by Mr. Sabit Bagirov, EDP	
17:20 Certification	

Points for participation

You receive points during training activities. These points are made of:

- 1) **Bonus** points assigned by me to some teams or individuals in each session or Q&A for excellent performance, and for contribution to learning environment (e.g. posing the right question or answering the question, different approach in the teamwork).
- 2) **Penalty** points deducted by me by the same token from those who disrupt the learning environment (e.g. late arrival, use of gadgets for non-class purposes, not making teams in time or not filling *Teamwork assessment cards* properly).

Remember, attitude is an important reflection of and contribution to learning in a skills development training!

- 3) **Team scores** of up to five points assigned by you to every *Teamwork*.
 - These are team scores, i.e. everyone in each team gets the same score.

- You, as a team, assess your own and other teams' performances.

Teamwork procedures

- 1) Make teams, small groups of 3 participants, prior to each session. Join different people each time to avoid conspiracy. I.e. no team should be made of the same people as in any earlier session. I reserve the right to change team members.
- 2) Next, I provide you with a task to perform and a timeframe.
- 3) Then, each team gets prepared to demonstrate the task.
- 4) Finally, teams demonstrate and get assessed for performance. Demonstrators in each team are assigned by me right before each demonstration to avoid free-riding during preparation. Thus, make sure to establish a communication with and join right team/people prior to each session. The aim is to improve your networking skills and eliminate social loafing that is also not tolerated in progressive work environment.

Teamwork assessment card example

Team #1 | Topic:

First name in alphabetical order	Second name				Note	
Teams assessed by you	#1	#2	#3	#4	#5	#6
Points you assign for teamwork						

Possible points for teamwork: 0=no work | 1=very bad | 2=bad | 3=so-so | 4=good | 5=very good
 Do not assign points of "1" or "5" to more than 2 teams. The cards with wrong assessment are dismissed.