



NEW TACTICS WORKSHOPS

LEARN MORE

Further information about the *Strategic Effectiveness Method* exists on the [New Tactics website](#), including materials for each step that may be downloaded for free. We also offer a variety of workshops covering the 5 Steps. The value of the workshops is in gathering the members of your organization together to discuss and agree on the outcome of each step. Many minds and thoughts add value to the process, resulting in a campaign that is better and stronger. The workshops are customized to your organization and its specific issue, helping to move your work forward in an effective and strategic manner.

New Tactics offers a variety of training workshops in the *Strategic Effectiveness Method* to meet differing needs. They are described below from the shortest to the longest. We also offer the opportunity to train individuals to become *Strategic Effectiveness* facilitators for their organization or network, which includes extended on-the-job mentoring.

All workshops are designed for one trainer and a small group of participants for maximum participation and effective interactions. The ½-Day Introductory Workshop is delivered in a “hands-on” case study format and therefore has no restrictions on the number of participants. For further information including costs for larger groups or to schedule a workshop, please contact [Emily Hutchinson](mailto:Emily.Hutchinson@NTWorkshops@cvt.org) at NTWorkshops@cvt.org. Please note that the costs listed below **do not include the following additional expenses**: trainer travel expenses, printing of workshop materials for participants, or any other logistics related to the training (participant travel, interpreters, workshop space, etc.). **These expenses would be the responsibility of the host organization.**

HALF-DAY WORKSHOP

INTRODUCTION TO THE METHOD

STEPS INCLUDED



PARTICIPANTS

MIN: 3 | MAX: N/A

MOST APPROPRIATE FOR

Organizations that want to gain an overview of the *Strategic Effectiveness Method* and learn how to use the New Tactics Tactical Mapping tool.

OUTCOMES

Participants will gain a basic understanding of the *Strategic Effectiveness Method* steps and will use the Tactical Mapping Tool to explore new ways of approaching their issue.



COST: \$600



ONE-DAY WORKSHOPS

THE POWER OF HUMAN RIGHTS-BASED ADVOCACY

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

Organizations seeking to ground their advocacy work within a human rights-based approach and focus on clear and specific human-rights framed issues as the basis for effective action.

OUTCOMES

Participants will complete the training with a human rights-based problem statement ready for advocacy application. [Note: this module does include developing a human rights-based vision statement – see 2 Day Workshop below]



COST: \$2,000

COALITION BUILDING: EXPLORE YOUR HUMAN RELATIONSHIPS

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

Organizations that want to explore new opportunities for coalition building and already have a clear human rights-based problem and vision framework.

OUTCOMES

Participants will acquire valuable tools to identify relevant and often surprising actors and relationships that can be leveraged to expand the range of potential allies and opportunities for collaborations.



COST: \$2,000

TACTICAL INNOVATION: THE SOURCE OF FLEXIBILITY & SURPRISE

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

Organizations that want to learn how to identify and select tactics that are flexible, innovative, engaging, and surprising to opponents.

OUTCOMES

Participants will explore, learn, and exchange a variety of tactics and will leave with an expanded range of ideas to try in their own advocacy efforts.



COST: \$2,000



New Tactics in Human Rights
Inspiring and equipping activists to change the world. Join us.

TWO-DAY WORKSHOPS

SKILL BUILDING IN HUMAN RIGHTS-BASED ADVOCACY

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

Organizations that want to advance their advocacy efforts based on clearly defined human rights-based problem and vision statements.

OUTCOMES

Participants will understand and develop a clear and specific human-rights framed problem statement as the basis for their advocacy action. In addition, participants will develop and refine a unifying human rights-based vision statement to enable inspirational advocacy messaging.



COST: \$4,000

STRATEGIC ADVOCACY: PLANNING YOUR CAMPAIGN

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

Organizations that already use a human rights-based problem and vision framework and want to strategically plan a specific advocacy campaign.

OUTCOMES

Participants will develop goals and identify specific tactical targets that are grounded in their problem and vision framework. Participants will also identify concrete outcomes for their advocacy plan which will help them to monitor their progress.



COST: \$4,000

THREE-DAY WORKSHOP

STRATEGIC EFFECTIVENESS METHOD - FAST TRACK

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

One organization (or an organization along with their identified network members) that has already identified a specific issue and wants to develop a human rights-based strategic advocacy plan.

OUTCOMES

Participants use the hands-on skill building *5 Steps to Strategic Effectiveness Method* to develop a concrete action plan which can be utilized to guide and monitor their progress. (See components listed under the "Five Day Workshop - Strategic Effectiveness Method").



COST: \$6,000

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FIVE-DAY WORKSHOP

STRATEGIC EFFECTIVENESS METHOD

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

Grant-making organizations that want to provide their network of grantees with strategic thinking and tactical innovation skills. The workshop provides organizations with the *5 Steps to Strategic Effectiveness Method* – a hands-on, skill building method for developing human rights-based strategic advocacy action plans.

OUTCOMES

Participants will define human rights-based problem and vision statements, explore, learn, and exchange tactic ideas, and use the *Strategic Effectiveness Method* to develop a “journey of change” including specific advocacy goals and action plan.



COST: \$10,000

SIX-DAY WORKSHOP + THREE-MONTH MENTORING

STRATEGIC EFFECTIVENESS METHOD FACILITATOR TRAINING

STEPS INCLUDED



PARTICIPANTS

MIN: 5 | MAX: 20

MOST APPROPRIATE FOR

Organizations that are committed to integrating the *Strategic Effectiveness Method* into their advocacy efforts on a long-term basis and have one or more trainers on staff with the commitment to learn and implement the method. The organization must complete an application process prior to inclusion in the workshop.

OUTCOMES

Trainees will develop and practice skills in facilitating the *5 Steps to Strategic Effectiveness Method*, including peer-to-peer practice. They will then receive direct and virtual feedback and mentoring for 3 months as they train, facilitate and apply the method with a selected organization or group.

COST

The specifics of the three month program are flexible and will be agreed upon with the contracting organization. In addition to the costs detailed above for the 5 day Strategic Effectiveness Method Workshop, facilitator training and mentoring activities will be billed at \$500 for Network trainers and \$750 for the Master Trainer. (Virtual mentoring may be billed at half day rates.)



COST: SEE NOTE ABOVE

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