



Strategic Communications Workshops Online

June 25, 2020

The Science of What Makes People Care

This session introduces participants to six core communications principles from behavioral, cognitive and social science that can be applied to help people care more about their work. Using lively, hands on activities, participants practice using the concepts and pair-and-share feedback provides opportunities to develop and test communication efforts with peers.

Learning Outcomes

- Construct communications that are anchored in the 6-point framework
- Characterize the fundamental theories of world views
- Integrate visual images and language to enhance communications efforts
- Experiment with the range of emotions in communications efforts
- Create actionable calls to action
- Recognize the role of narrative in communications efforts

July 30, 2020

The Science of Story Building /Finding Our Stories

What makes one story more compelling than another? How can we build stories that illustrate the importance of our work and that can drive social change? This session dives deep into the structure of story and uncovers seven principles to help you take a narrative approach to your communications work. You'll also discover the six stories every organization should tell and begin to develop your own. Using a small-group feedback model, participants will experiment with each of the principles throughout the course.

Learning Outcomes

- Explain the implications of master and counter narratives
- Discuss the seven different plot structures
- Recognize the intentional use of emotion in a narrative
- Determine where to make room for the audience in stories
- Discuss the elements that create narrative transportation
- Explain the importance of verisimilitude in story building
- List the six stories every organization should tell

August 27, 2020

Working with Policymakers and Influentials

Learn to hold successful meetings with policymakers, influentials and journalists. Apply techniques for building their curiosity, helping them understand the value of your work and setting the foundation for a lasting, positive relationship.

Learning Outcomes

- Explain the significance of their work to policymakers and influentials
- Recognize the different ways policymakers process evidence
- Use psychological insights to get to 'know the audience'