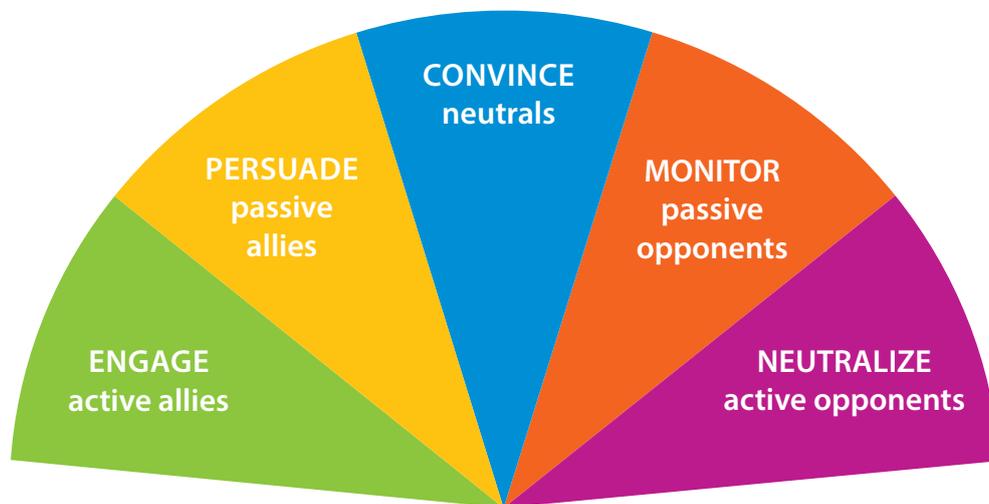


STEP 2: EXPLORE COMMUNICATION APPROACHES

Start to think about which communication approach will be most effective for making your case to your targets. Below, you can see a slightly more colourful version of the spectrum-of-allies activity that you completed in Module 4.

This diagram illustrates how we can use your spectrum-of-allies to build an advocacy communication strategy. In Module 4, you began this process by identifying which of your targets sit in the different wedges; the next step is to think about how you can use your advocacy to shift those in each wedge at least one space to the left (e.g. moving passive opponents to the neutral wedge, or moving passive allies to the active allies wedge).

As the diagram illustrates, each wedge has a tailored communication approach that you can use to frame your messages, and these approaches will help shift your targets towards being allies. Explore the diagram to find out more.



ENGAGE:
if your target is fully in favour of your position and has high interest in the issue, you should seek to include them in your advocacy-planning network! They may be able to open valuable doors for you.

PERSUADE:
if your target is interested and somewhat agrees with your advocacy goal, you should try to persuade them by increasing their knowledge and showing them that your advocacy objective is the appropriate solution.

CONVINCE:
if your target is on the fence in relation to your advocacy goal but only has medium-to-little interest in it, you should try to convince them by showing that your cause is supported by people or institutions that are relevant to them. This can include constituents, other decision-makers, power groups or public opinion leaders.

MONITOR:
if your target is against your position but has little interest in the issue, you might want to devote a bit of energy towards monitoring them, especially if they are powerful or influential. They may suddenly choose to move towards other sections of the spectrum, meaning you will need to rethink your approach.

NEUTRALIZE:
if your target is against your position, has a lot of power and is interested in your issue, you may need to neutralize their influence. This can be difficult—you must avoid unethical practices and putting yourself (or others) at risk. This does not deserve a lot of your energy, so be careful how much you focus on this in your activities.