



# Improve your advocacy

**Become a better advocate and negotiator--inside and outside your organization!**

It can be daunting to make a plan for improving your advocacy, and it's normal not to know where to start. You may not have the resources pay a firm thousands of dollars every month to take care of advocacy for you. The good news is, you don't have to. Top tier advocacy advice is available to refine your messages, reach your audience, and find your champions.

**Rob LeForte is The Advocacy Coach.** Rob's one-on-one executive training and group workshops can help you get to the next level in less time and at a lower price than the big firms.

## Background and Experience

- 13+ years of advocacy experience
- Billions of dollars in revenue for client sectors
- New legislation and legislative changes at all levels of government
- Lobbyist and media spokesperson
- Media training for Politicians, CEOs, Senior Executives and Boards
- Thousands of hours preparing groups to successfully lobby elected officials
- Former association executive
- Extensive board experience
- Master of Political Management, Carleton University

The Advocacy Coach will get you get you ready to drive change by providing new skills for leadership within organizations. Rob will help you elevate performance and build confidence to make change in your workplace, sector or profession.

# Group Workshop



## Delivering new skills for IPAC Canada

IPAC Canada's leaders wear many hats within their organizations. They may aim to change federal or provincial policies or pursue more funding for IP&C from elected officials. They may be trying to advocate for better patient outcomes within their local health system, hospital or other care setting. This training will use principles of public relations, negotiation, and government relations to help attendees improve their advocacy in an array of settings.

## New Knowledge and Skills

- Understanding incentives
- Delivering a convincing message
- Supporting your arguments
- Anticipating push back
- Framing your issue for other parties (political and beyond)
- Identifying supporters in government & champions for your issue
- The importance of validators
- Sharing broad benefits
- Bringing your story to life
- Picking the right key messages
- Handling difficult questions
- Avoiding traps
- Mastering TV, Radio and Newspaper
- Tips for a successful advocacy meeting
- Personalizing your message and telling convincing stories
- Identifying stakeholder partners
- Understanding how decision makers make conclusions and take action