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 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

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.

<table>
<thead>
<tr>
<th>STEPS INCLUDED</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>MIN: 3</td>
</tr>
<tr>
<td></td>
<td>COST: $600</td>
</tr>
</tbody>
</table>
ONE-DAY WORKSHOPS

THE POWER OF HUMAN RIGHTS-BASED ADVOCACY

**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]

**PARTICIPANTS**
MIN: 5 | MAX: 20

**COST:** $2,000

COALITION BUILDING: EXPLORE YOUR HUMAN RELATIONSHIPS

**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.

**PARTICIPANTS**
MIN: 5 | MAX: 20

**COST:** $2,000

TACTICAL INNOVATION: THE SOURCE OF FLEXIBILITY & SURPRISE

**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.

**PARTICIPANTS**
MIN: 5 | MAX: 20

**COST:** $2,000
TWO-DAY WORKSHOPS

SKILL BUILDING IN HUMAN RIGHTS-BASED ADVOCACY

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.

PARTICIPANTS
MIN: 5 | MAX: 20

COST: $4,000

STRATEGIC ADVOCACY: PLANNING YOUR CAMPAIGN

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.

PARTICIPANTS
MIN: 5 | MAX: 20

COST: $4,000

THREE-DAY WORKSHOP

STRATEGIC EFFECTIVENESS METHOD - FAST TRACK

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”)

PARTICIPANTS
MIN: 5 | MAX: 20

COST: $6,000

CONTINUED >
FIVE-DAY WORKSHOP

STRATEGIC EFFECTIVENESS METHOD

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.

PARTICIPANTS
MIN: 5  |  MAX: 20

COST: $10,000

SIX-DAY WORKSHOP + THREE-MONTH MENTORING

STRATEGIC EFFECTIVENESS METHOD

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.

PARTICIPANTS
MIN: 5  |  MAX: 20

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

CONTACT NEW TACTICS

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