

## POLICY, ADVOCACY AND DIPLOMACY IN ACTION

# A practical skills-building series for influencing and convincing others

### PROGRAMME 2022



**From tactics to politics, from asks to outcomes, getting what you want in multilateral dialogues is both science and art. The Hi5 Policy, Advocacy and Diplomacy in Action series will provide understanding, knowledge, and skills to further your professional development in the international space.**

Whether you are preparing analysis, asks or briefs, designing advocacy or intervening and negotiating in policy dialogues, discussions, conventions, assemblies, stakeholder round tables or governance bodies, successful outcomes depend on a strategic approach.

The sessions, taken alone or in combination, offer practical knowledge and will deepen understanding of the distinct areas of expertise needed for participating in international decision making.

#### **WHO CAN ATTEND?**

The workshops are designed for an open audience. Representatives from governments, international or

regional organisations, NGOs, civil society, and the private sector will all benefit from these trainings.

#### **WHAT FORMATS ARE USED?**

Trainings can be taught in person or upon request online. Lectures, group works, role plays, and other interactive methodology is used to create a unique learning experience. Each training introduces basic concepts linked to policy, advocacy & diplomacy in the context of political or multistakeholder discussions and negotiations.

#### **WHO ARE THE TRAINERS INVOLVED?**

Hi5 trainers are practitioners, policy and advocacy specialists with more than 30 years of experience of global, regional, and national political preparations, negotiations, and organizational management. Their backgrounds include being at the sharp end of environment, human rights, development, migration, and global health diplomacy. Guest speakers and other practitioners will be included in the sessions to provide views,

expertise, and examples. A cross section of participants and session guests will allow participants to network and build relations across the political ecosystems.

Contact person for the session series is Dr Michaela Told, Co-Founder and Co-Director of Hi5.

**WHAT IS THE SESSION LENGTH AND THE LANGUAGE USED?** Each training lasts one full day with working hours from 09:00 – 12:30 and 13:30 – 17:00, including breaks. The trainings are taught in English. Additional languages can be requested for groups.

#### **ARE TAILOR-MADE TRAININGS AVAILABLE?**

Yes. Hi5 offers in-house and tailor-made trainings upon request. For more information, please contact: [info@humanimpact5.ch](mailto:info@humanimpact5.ch)

#### **HOW MUCH DOES IT COST?**

CHF 485 (incl. VAT) per training. Discounts for multiple participants from one organization and for NGOs are applicable.

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### Session 1 – POLICY & DIPLOMACY ESSENTIALS

*Navigating and acting within a multilateral and plurilateral environment*

This training canvasses key concepts in policymaking, shaping, and influencing. Participants will learn to understand and frame the problem, conduct an analysis, recognise the most strategic decision-making spaces, and identify and express contextually appropriate policy solutions. Participants will gain first-hand knowledge from experienced actors and understand the significance of different policy venues and political dialogues. The training will provide practical skills for shaping policies, engaging in diplomatic processes, framing policy interventions, making links and leveraging ongoing political dynamics. The sessions provide essential background for navigating and acting within a rapidly changing multilateral and plurilateral policy and political environment.



Friday, 26 August, 2022; Geneva  
9:00-17:00 h > [REGISTER](#)



### Session 2 – SIMULATIONS AND SCENARIOS

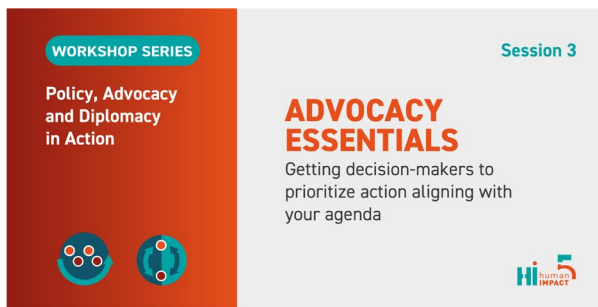
*Taking on the roles of member states and stakeholders*

From knowledge to practice. An informative case study will be the focus of this session, with participants taking on the roles of member states and various stakeholders. In this session, model negotiations based on scenarios of complex political discussions will illustrate various aspects of negotiations. Participants will learn to plan positions, determine a strategic approach, develop interventions and speeches, spot signals, identify which aspects of decision language to 'pass or play' on, understand red lines, identifying 'friendly and unfriendly' interlocutors, unpack resolution language and frame amendments and intervention points in the context of the negotiation.



Saturday, 27 August 2022; Geneva  
9:00-17:00 h > [REGISTER](#)

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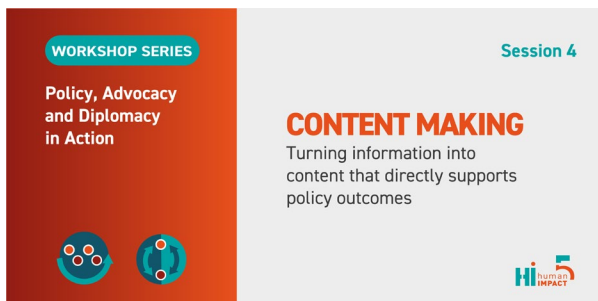
### Session 3 – ADVOCACY ESSENTIALS

*Getting decision-makers to prioritize action aligning with your agenda*

You have a problem that needs attention, but in amongst all the priorities how do you get decision makers to prioritise action for your needs? This training focuses on strategic influencing, covering the skills, competencies, and practicalities of advocacy work. It will focus on the “Do’s and Don’ts” of advocacy, the relationship of advocacy strategies to tactics, show how to frame up advocacy objectives, pitch asks in the context of the discourse, understand when and how to compromise, and unpack specific examples for learning purposes. The training will include authentic advocacy examples bringing in guest speakers to share their experiences, backstories and lessons learned as a learning tool. It will provide a safe environment to learn and experience the *realpolitik* of advocacy work.



Friday, 2 September 2022; Geneva  
9:00-17:00 h > [REGISTER](#)



### Session 4 – CONTENT MAKING

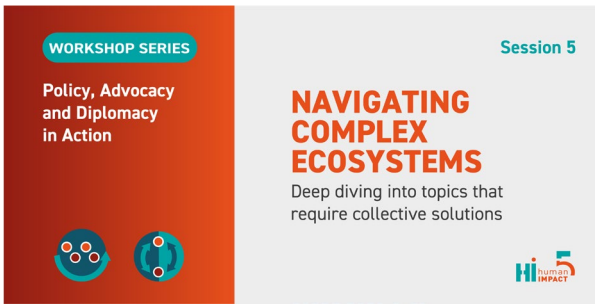
*Turning information into content that directly supports policy outcomes*

Convincing decision makers, whether diplomats, bureaucrats, or colleagues, takes compelling arguments which are best based on sound data or concepts. How can you bridge from a thick report to a two-page brief, a two sentence argument or a one line clause? What difference can a few words make to a positive, neutral, or negative outcome? How can targeted public or private messaging change a political discourse to result in outcomes that give meaningful action? This training will help participants turn information into content that directly supports advocacy outcomes. Topics covered include tight and logical writing styles, contextual framing, when and how to commission specific content, producing effective advocacy briefs, resolution drafting or amendment suggestions, media releases, strategic social media messages and short speeches and interventions.



Saturday, 3 September 2022; Geneva  
9:00-17:00 h > [REGISTER](#)

## Visit our training centre




**WORKSHOP SERIES**

Policy, Advocacy and Diplomacy in Action

**NAVIGATING COMPLEX ECOSYSTEMS**

Deep diving into topics that require collective solutions

Session 5



### Session 5 – NAVIGATING COMPLEX ECOSYSTEMS

*Deep diving into topics that require collective solutions*

This training is a useful addition to the basic training on Policy, Advocacy and Diplomacy in Action to deepen the understanding on issues management. Sessions are designed to show the wisdom of risk assessment and remediation in organizations, the experiences of delayed or failed interventions, and successful prevention and preparation. It will discuss useful frameworks for assessing organisational risk and integrating such assessment into organisational practice, as well as introduce measures to address reputational risks and avoid or mitigate potential organizational damage. This training will be of high value for any organization or individual who operates in the public context and where reputation is critical. It will provide participants with understanding, knowledge and skills of all aspects of issues management.



Monday, 12 September 2022; Geneva  
9:00-17:00 h > [REGISTER](#)



**WORKSHOP SERIES**

Policy, Advocacy and Diplomacy in Action

**RISKS AND REMEDIES**

Deepening understanding of issues management

Session 6



### Session 6 – RISKS AND REMEDIES


*Deepening understanding of issues management*

This complementary module is for participants who followed three or more sessions. It will show the complexity of the interrelationships in international ecosystems, where history, strategic relationships, geopolitics, and differing priorities jostle with the existing and emerging issues at the top of mind of decision makers. This training will deep dive into different topics that require collective solutions, such as global health, migration, climate change, and humanitarian affairs, deepening understanding of the challenges and aspirations faced by actors in the international space.



Tuesday, 13 September 2022; Geneva  
9:00-17:00 h > [REGISTER](#)

Visit our Training Centre [for dates and more information.](#)



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### ABOUT HUMANIMPACT5 - HI5

HumanImpact5 – HI5 is a Swiss-based company offering bespoke services tailored to the unique needs of our clients. HI5 offers strategic support in practical areas related to the policy, sustainable development, and international space, facilitates knowledge transfer, and conducts analysis, research, and trainings. We can support all stages of a project cycle, transforming ideas into concrete and measurable action. Our work spans across 5 types of services and 5 thematic areas. We work through long-term or time-limited projects, *accompanying our clients towards greater social and human impact.*

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