



Raise Your Voice!

Inclusive Leadership and Communication for Advocacy

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Welcome!

Introduce yourself! Share in the chat:

- Your name
- Where you are from
- What your advocacy goals are

HELLO
my name is

Ashley Law
Alexandria, Virginia, USA
Empower ALL young people to
participate in civic and political life!

Icebreaker

What does inclusion mean to you?

How does inclusion link to leadership?

How does inclusion link to communication?

Inclusion = ensuring that traditionally underrepresented and marginalized groups can access and participate in civic and political life.

Introduction to Leadership

- **Leadership** is working to engage, influence, or inspire people towards achieving a goal or pursuing a vision.
- Leadership occurs in many ways
- **Anyone can be a leader!**





Ethical Leadership

- Ethical leadership is directed by respect for ethical beliefs and values and for the dignity and rights of others.

Autocratic & Paternalistic Leaders

An **autocratic leader** makes all the decisions in their own interest. “Do as I say... or else”

A **paternalistic leader** looks after the needs of subordinates but does not allow them to make decisions.

What is an example of an autocratic or paternalistic leader or how an autocratic or paternalistic leader might act?

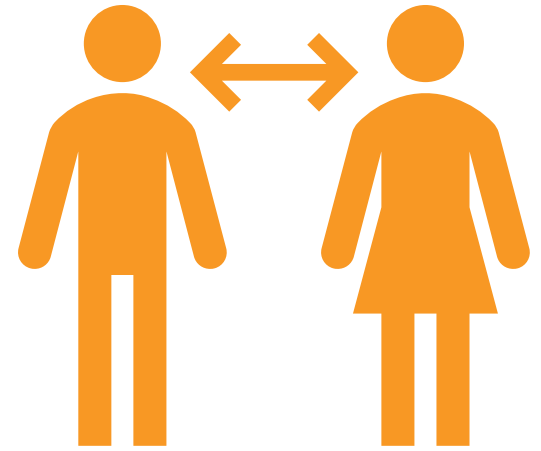
How might you adapt your advocacy to work with an autocratic or paternalistic leader?

Transactional Leaders

A **transactional leader** opposes change and motivates others with rewards and punishments.

What is an example of a transactional leader or how a transactional leader might act?

How might you adapt your advocacy to work with a transactional leader?



Democratic Leaders

A **democratic leader** involves everyone in decision-making processes, is inclusive of diverse voices and perspectives, and respects the rights and dignity of others.



Democratic Leader Examples



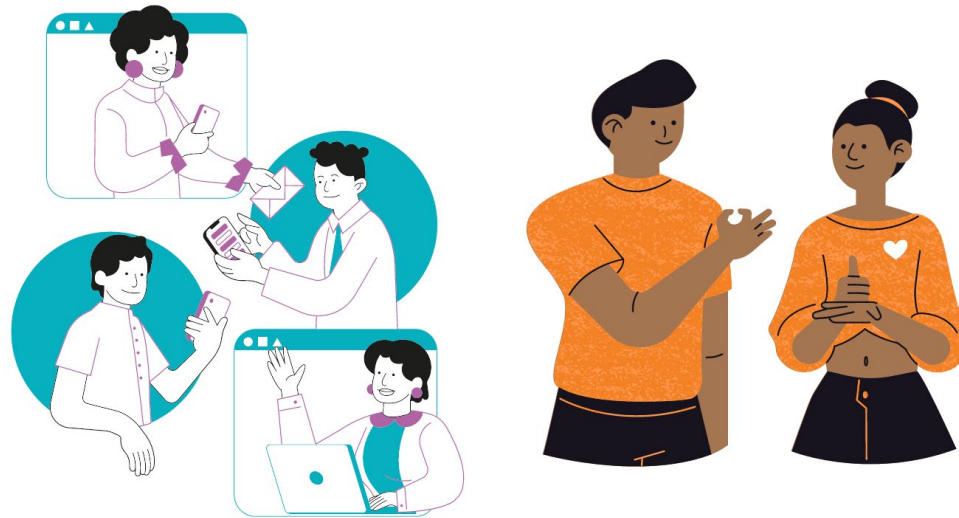
Martin Luther King Jr.



Malala Yousafzai

Inclusive Communication

Recognizes, respects, and uses **all forms of communication** to ensure each person is able to participate in a conversation.

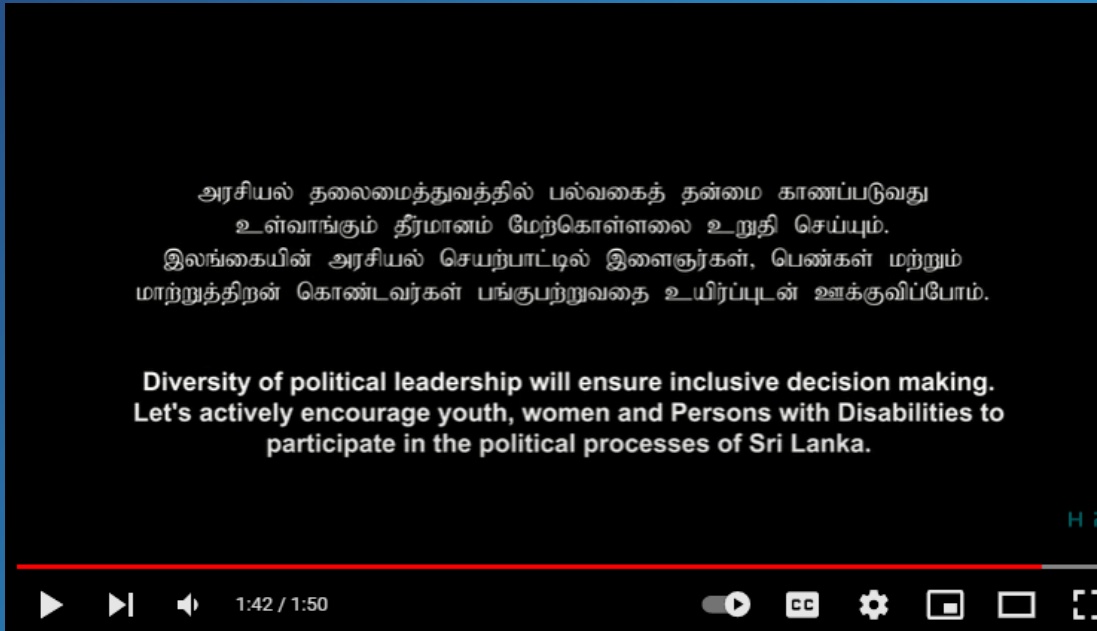


Good Communication Skills

- Active listening
- Use verbal and nonverbal communication
- Facilitate a friendly and respectful environment
- Be understanding and empathetic
- Speak clearly
- Adapt communication styles to audience
- Use multiple communication methods

5 Communication Principles

1. Communication is two-way
2. **Communication needs a purpose**
3. Communication is continuous
4. **Communication is irreversible**
5. **Communication is verbal and non-verbal**



Communication Needs a Purpose

- Communicate to inform, persuade, build relationships, or entertain.
- Use simple language that can be easily understood and translated into different languages
- Ensure all identity groups are included in outreach efforts and represented on relevant materials

The animated video referenced can be found here:

https://www.youtube.com/watch?app=desktop&v=473GtcXMfAQ&feature=youtu.be&ab_channel=HYPESriLanka



Greta Thunberg

@GretaThunberg · Follow



I am indeed "deeply disturbed" about the fact that these hate and conspiracy campaigns are allowed to go on and on and on just because we children communicate and act on the science. Where are the adults?



Herald Sun @theheraldsun · 22h

As the deeply disturbed Greta Thunberg spreads her climate panic, we should ask why so many world leaders are listening to her, writes Andrew Bolt.



Bolt: We must doubt disturbed teen's climate dogma
heraldsun.com.au

4:39 AM · Aug 1, 2019



144K Reply Share

Read 4.6K replies

Communication is Irreversible

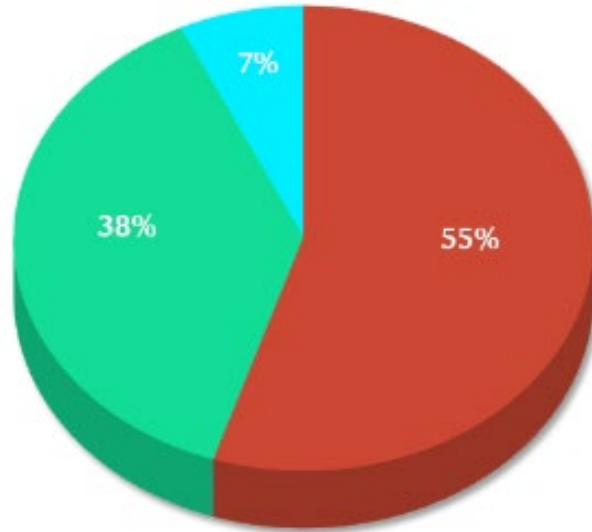
- The information you share, face-to-face and in online spaces, spreads through word of mouth or retweets and shares.
- Messages you share should be accurate and fact-based.
- Be sure to empower all people and dispel stereotypes and harmful narratives.

Elements of Personal Communication

› 7% Spoken words

› 38% Voice, Tone

› 55% Body Language



Birdwhistell, 1970

Communication is Verbal and Non-Verbal

- What we don't say is just as important as what we do say.
- The tone of our voice and body language can impact communication and how others interpret our messages.
- Use braille, symbols, pictures, alt-text for digital photos, sign language interpretation, and add transcripts to videos.

Remember!

- Communication is two-way – communication is equal parts talking and listening.
- Communication is continuous – there is not always an end point to a conversation and that is ok. It is important for conversations to be open-ended to allow for further reflection and follow-up conversations.

Reflection

Leadership styles

- Autocratic, paternalistic, transactional, and democratic

Communication Principles

- Communication is two-way
- Communication needs a purpose
- Communication is continuous
- Communication is irreversible
- Communication is verbal and non-verbal

How will you use what you learned today in your own advocacy campaigns?



Thank you