



**Allegro Foundation
...a Champion for Children with Disabilities
performs at the Washington Monument and at
Walter Reed Army Medical Center
July 3rd - 4th , 2006**

Advocacy: Why We Do What We Do

Being Good Stewards of an Effective Message

Advocates Play a Variety of Roles

- Contributor
- Strategist
- “Mobilizer”
- ‘Expert’ advisor
- Spokesperson
- Convener
- (All of the above)

Advocacy Today

- Courage is the fear that has said its prayers....

Karl Barth, Swiss Theologian

What exactly is this thing – Advocacy?

- Begins with effective communication
- Focus on people with whom you need to communicate
- Know something about them -- who is your audience– do you know how to relate to *their* work, *their* interests?
- Get out in front of the questions/what needs to be accomplished

Advocacy

- Establish credibility (does our industry have the credibility we need?)
- Believe what you say to the point of conviction
- “Fire in your belly” must show
- Live your beliefs

Advocacy

- The goal is for your action to “show” through you
- Give people something to “feel” through you and your work
- Be memorable
- Listen back (do you recall what you said each time in a meeting? what is your “mental track record”?)

Advocacy

- Be clear as a bell – simple and easy to remember
- Good advocates 'show up' everyday in tip-top shape
- Highly competent people carry it to the "next level"
- Always ask the "why" question with your Council, your mayor, (and know the answers)

Advocates

- Follow through with excellence
- Intentional with quality
- Perform service till it shows
- Accomplish more than is expected
- Inspire and motivate your people to perform at the highest level and pay attention to see if they do

Advocacy

- Ask yourself everyday – is my head still in the game?
- Am I mentally and emotionally engaged?
- Rededicate yourself because transportation is more than a job – it is an opportunity
- Redefine your standard and your commitment everyday

Advocacy

- Tell everyone that you know that transportation is your life
- Find three ways to improve on what you are currently doing
- Be intentional about this; then dedicate time, money and your whole self to some part of the improvement

Story-telling will be a big part of this effort

- Learn how to tell an effective story
- About your system, your riders, your vehicles, your successes, your failures
- Restore the “art” of this
- And have people help you
- This is about personalizing the efforts

Orient yourself toward a result

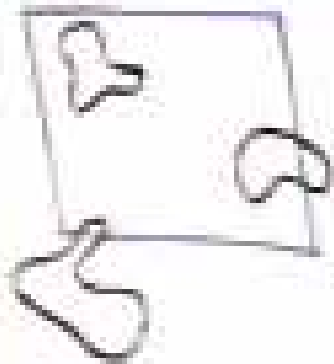
- Optimize your strategic planning
- Reflect your best thinking and the thinking of others
- Document it clearly
- People will listen
- Tell your story over and over
- Transportation has something to say

Timing is everything

- Think of it as an “engagement plan”
- Specify things that “must happen” and tell people why
- Partner with “beneficiaries”
- Learn how to inspire those who will benefit, focusing on key stakeholders
- Have them speak on your behalf

Generate the Story

- Through strategic alliances, create long-term improvement and commitments to what you want the future to look like and bring
- Let's hear what Seth has to say...



SETH KAHAN

Business Performance Communities

Move from Good to Great

- What are the “undeniable signs” that we are doing just an OK job?
- Unpredictability of oil
- Gas prices
- Iraq
- Environment (Global Warming)
- *New Urbanism*
- Smart Growth'ers

The “politics” of Advocacy

- Nearly everything we do has a “political” component
- Our political role may depend on the current climate and the circumstance
- Our role is shaped by the product and our service(s)

Advocacy Planning

- Have you actually formulated an advocacy plan?
- Do you understand the local political process?
- If you are not “connected” politically on a daily basis, you need to be
- What are the tools for effective advocacy?
- What does advocacy action look like?

Success is all about Strategy

- Why and how do you need one
- Develop a tactical action plan
- Form the building blocks locally to be the guide for various political processes (be a leader not a follower)
- Support specific candidates, specific issues
- Support causes related to your markets, your projects

“Politics” is...

- Being concerned with guiding and influencing (policy)
- Winning (and holding control)
- Negotiating your way into something that brings broader public benefit
- Where do you “fit” – find your context

Develop a Game Plan

- Clear objectives – which are revisited daily
- Know your elected officials & what they “want and need” from transportation
- Know the related advocates
- Know the processes
- Know the issues
- Build a reputation (what is your “360”)

An Effective Advocate

- Above all else, trust
- A good source of information and ideas
- The media
- Responsible and reliable
- Know and influence others

When in Public Policy Planning

- What can you do that will create MAJOR benefit and political “pay back”?
- What elections can you influence?
- What corporate campaigns can you anticipate?
- What PAC contributions can you generate?

YOU- the advocate

- What professional business, advocacy or associations are you a member of..how do you “belong”?
- Do you use a lobbyist or do you act the part? You have to “pay to play” ...
- How do you engage in politics?
- What is your overall strategy? How do you know? How do ‘they’ know?

YOU

- Well defined objectives
- Correctly “aligned” political persons with whom to routinely communicate
- Persuasive on the issues and priorities
- Built alliances
- Built strong outreach
- Brought the right people with you
- Constantly evaluating/show the community

Advocates Belong

- Participate and “give back” to the community
- Illustrate leadership over and over again
- Show examples of “value added” for service
- Show benefits, no matter how small

Relationships with Everybody

- Serve (committees, task forces, etc.)
- Present
- Timing is everything
- Prepare written analyses (have “white papers” ready)
- Invite elected officials to everything, bend their ear
- Field trips