



TRAINING MODULES

Introduction to Organizing

Storytelling

Relationships & Base Building

Leadership

Group Decision Making & Conflict Management

Campaign Planning

Communication for Organizers

Digital Organizing

Organizing Models & Approaches

Next Steps





INTRODUCTION TO ORGANIZING

What is Organizing?

Organizing v Mobilizing v Activism

Introduction to Public Narrative

How we see Power

Organizing Case Study

Approaches to Organizing





STORYTELLING

The Power of Stories

Public Narrative and How to Build One

Story vs Narrative

Storytelling Elements

Opposition Narrative

Framing an Issue





RELATIONSHIPS & BASE BUILDING

The Importance of Relationships

Building People Power

One to Ones & Hard Asks

Retention

Leadership Assessments

Conflict Resolution





GROUP DECISION MAKING & CONFLICT MANAGEMENT

Types of Group Structure

Group Structure & Decision Making

The Snoflake Model

Pros & Cons of Group Decision Making

Ways & Tools of Making Group Decisions

Conflict Management





LEADERSHIP

Who can be a Leader

Organizing as a Way of Leadership

Types of Leaders

Coaching

Leadership Self Assessments

Leadership Assessments for Groups





ORGANIZING APPROACHES & MODELS

Big Organizing, Network Organizing &
Community Organizing
Relational & Institutional Organizing
Grass Roots, Grass Tops & Astro Turf





CAMPAIGN PLANNING

What is a Campaign?

Vision, Goals & Objectives

Identifying Problems & Cutting the Issue

Theory of Change

Analyzing Power

Allies Mapping





COMMUNICATION FOR ORGANIZERS

Using media to improve campaign reach

Building a media plan

How to write and pitch a press

How to engage local media

Tips on talking to media

How to make a media activity more
engaging





DIGITAL ORGANIZING

Social Media for Organizers

Online Organizing Tools

Facilitating Online Meetings

Using Instant Message Apps for Organizing





TRAINING MODULES

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