



# Strategic Advocacy & Policy Impact Evaluation Training Course



**AGILE LEADERS**  
Training Center

05 - 09 Jan 2027

باريس

# Strategic Advocacy & Policy Impact Evaluation Training Course

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## Course Overview:

The course is a results-oriented program designed for professionals engaged in social change, policy reform, or nonprofit advocacy. Drawing on real-world frameworks, this course equips participants with practical methods to assess and enhance advocacy efforts. Participants will explore foundational and advanced concepts, such as advocacy logic models, theory of change in advocacy, contribution analysis for policy, and systems thinking in advocacy. They will also develop skills in outcome mapping, advocacy, qualitative methods in policy evaluation, and strategic communications evaluation. Designed for immediate application, this course fosters evaluation capacity building and advocacy, monitoring and learning, enabling organisations to track policy influence measurement and improve advocacy strategy development.

## Target Audience:

- Advocacy Managers
- Public Policy Officers
- M&E Specialists and Advisors
- NGO and INGO Program Managers
- Research Fellows in Governance and Social Impact
- Strategic Communications Leads
- Government Relations Executives

## Targeted Organizational Departments:

- Policy and Advocacy Departments
- Monitoring & Evaluation Units
- Institutional Learning and Strategy Divisions
- Government Affairs and Public Relations Teams
- Research and Analysis Departments

## Targeted Industries:

- International NGOs and Local NGOs
- Government Ministries and Legislative Bodies
- Think Tanks and Public Policy Institutes
- Academic and Research Organizations
- Multilateral Organizations UN, World Bank, etc.
- Foundations and Grantmaking Bodies

## Course Offerings:

By the end of this course, participants will be able to:

- Design advocacy logic models and apply the theory of change in real campaigns
- Implement qualitative and quantitative methods in policy change evaluation
- Apply outcome mapping to assess interim progress in advocacy
- Conduct contribution analysis for policy influence assessments
- Evaluate the effectiveness of strategic communications in advocacy
- Facilitate advocacy monitoring and learning cycles within organizations
- Utilize systems thinking in advocacy to understand and navigate complex change

## Training Methodology:

The course uses interactive and applied learning strategies to ensure participants not only understand key concepts but also practice them. Through hands-on case studies, small group exercises, live facilitation, and scenario simulations, participants will evaluate advocacy strategies and build real-time logic models. Participatory evaluation approaches will be encouraged, supported by peer learning and guided reflection. Frameworks such as contribution analysis and outcome mapping will be contextualized using group-led policy simulations. Evaluation capacity building is integrated across sessions, ensuring each participant leaves with a ready-to-apply method kit tailored to their institutional goals.

## Course Toolbox:

- Sample Advocacy Logic Models
- Theory of Change Planning Templates
- Outcome Mapping Blueprints
- Contribution Analysis Framework Guides
- Policy Influence Measurement Dashboards
- Evaluation Design Checklists
- KoboToolbox
- Google Forms Templates for Stakeholder Feedback
- Most Significant Change MSC Storytelling Guide
- Better Evaluation Method Navigator
- Gender-Focused Advocacy Case Study Library

## Course Agenda:

## Day 1: Foundations of Strategic Advocacy & Evaluation

- Understanding Advocacy in Diverse Contexts Topic 1: •
- Policy Change Theories and Models Stage Models, Agenda-Setting Topic 2: •
- Framing Advocacy Goals and Objectives Effectively Topic 3: •
- Stakeholder Mapping and Power Analysis Topic 4: •
- Theory of Change in Advocacy Campaigns Topic 5: •
- Introduction to Evaluation Approaches for Advocacy and Policy Change Topic 6: •
- Recap of foundational concepts and participant insights Reflection & Review: •

## Day 2: Advocacy Evaluation Design & Frameworks

- Choosing the Right Evaluation Purpose and Strategy Topic 1: •
- Clarifying Outcomes: From Short-Term Wins to Long-Term Impact Topic 2: •
- Evaluation Frameworks: IDR, ODI, GEAR, and others Topic 3: •
- Defining Indicators for Advocacy Success Topic 4: •
- Building Advocacy Logic Models Topic 5: •
- Contribution Analysis for Policy Influence Topic 6: •
- Compare different frameworks and how they apply Reflection & Review: •

## Day 3: Data Collection, Tools & Methods

- Introduction to Qualitative and Quantitative Methods Topic 1: •
- Outcome Mapping: Purpose, Process, and Practice Topic 2: •
- Using KoboToolbox and Google Forms for Advocacy Data Topic 3: •
- Measuring Communication and Media Advocacy Outcomes Topic 4: •
- Participatory Storytelling with the MSC Technique Topic 5: •
- Navigating BetterEvaluation's Method Selection Framework Topic 6: •
- Exploring real-world applications of free tools and matching them to evaluation needs Reflection & Review: •

## Day 4: Gender-Sensitive Advocacy & Inclusive Policy Reform

- Stakeholder Mapping and Inclusive Participation Topic 1: •
- Evaluating Policy Influence Through a Gender Lens Topic 2: •
- Feminist Evaluation Approaches and Frameworks Topic 3: •
- Case Study: "She Decides" - Global Reproductive Rights Movement Topic 4: •
- Case Study: Gender Budgeting and Policy Change in Rwanda Topic 5: •
- Case Study: Girls Not Brides - Ending Child Marriage through Multi-level Advocacy Topic 6: •
- Discuss lessons learned from gender-focused advocacy strategies and how to integrate them into evaluation design Reflection & Review: •

## Day 5: Strategy Integration & Evaluation Utilization

- Strategic Planning with Evaluation Findings Topic 1: •
- Building Organizational Evaluation Capacity Topic 2: •
- Reporting and Communicating Advocacy Impact Topic 3: •
- methods for Adaptive Strategy and Learning Feedback Loops Topic 4: •
- Common Challenges and Mitigation Strategies in Advocacy Evaluation Topic 5: •
- Final Project Presentations or Strategy Simulations Topic 6: •
- Integration of key learnings and action plans Reflection & Review: •

### FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No prior qualifications are required. However, experience in advocacy, M&E, or public policy will help participants gain more from the course.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day includes 4 to 5 hours of instruction, totaling approximately 25 hours over 5 days, including group activities, case studies, and expert facilitation.

Why is contribution analysis more suitable than traditional evaluation methods in advocacy?

Advocacy initiatives operate in dynamic contexts with multiple actors and unpredictable outcomes. Contribution analysis allows organizations to show plausible links between actions and results without requiring direct causality, which is often impossible in complex policy environments.

### How This Course is Different from Other Strategic Advocacy Courses:

What sets the Strategic Advocacy & Policy Impact Evaluation Training Course apart is its exclusive foundation in practical evaluation science and real-world policy influence models. Unlike theory-heavy courses, this training emphasises applied methods and tools such as outcome mapping, contribution analysis, and participatory evaluation approaches. Participants leave with not just knowledge, but an action plan and frameworks ready for implementation. The course bridges the gap between learning and doing, combining systems thinking in advocacy, strategic communications evaluation, and stakeholder-centred approaches into a cohesive learning experience.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيرياني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقة



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترال - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
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