The CML Champion's Toolkit: Mastering Resilience, Storytelling, and Advocacy Agility

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Lets talk about resilience

Resiliency gives you the power to survive a crisis in a world of uncertainty

Activity:

1. What is the worst thing that can happen to you as an advocarte?
2. Name 3 things that can help Advocates face mistakes

Resiliency gives you the power to survive a crisis in a world of uncertainty

But how?

Self-forgiveness

Listening to your body Attentiveness

Self reflectiveness

Self Coaching - Self-management

Activity:

What are your tools to deal with uncertainty or crisis?

What can we take with us?

Resilience resource kit.

Activity:

Lets build yours

What’s your inspiration?

The ABC’s Of storytelling

The ABC’s Of storytelling

A - Setting up Authority

B- “Buying” The Audience’

C- Main Content

D- Delivery of message

E - Ending with a bang!

1. Write a story in 1 paragraph
2. Mark the ABCD's
3. Put them here (elaborate)

A			
B			
C			
D			
E			

Now You have a TEDx style Talk Layout!

Lets practice!

Now That we are resilient and a great speaker, Le’ts Learn to think like a startup founder

CML Advocacy Blitz: Think Like a Startup for Impact!

The Challenge

Imagine a brand new initiative to empower the CML community and propel advocacy efforts forward.

Acvitity: Form Your Startup Squads (5 minutes)

Work together in small groups of 3-4 to unleash your collective creativity.

Rapid Fire Brainstorming (5 minutes)

- Think BIG! Generate as many ideas as possible for your CML advocacy initiative.
- Consider all types of media: social media campaigns, events, fundraising initiatives, etc.
- Be bold, be creative, and don't be afraid to challenge the status quo!

Minimum Viable Advocacy (MVA) Pitch (5 minutes)

Refine your most promising idea into a clear and concise "MVA" pitch.

Your pitch should answer these key questions:

What problem/need does this initiative address?

Who is your target audience?

What message or action do you want to inspire?

How will you measure success?

Shark Tank Presentations (5 minutes)

- Each team gets 1 minute to present their MVA pitch to the group.
- Channel your inner investor and ask insightful questions to other teams.
- Remember, feedback is fuel for innovation!
- Speaker Notes
- Let's hear your pitches! Be clear, concise, and passionate about your ideas. Embrace the feedback and refine your approach.

Wrap-Up (5 minutes)

Let's discuss the strengths and challenges of each MVA pitch.
Remember, the startup mindset is all about being agile, adaptable, and data-driven.
Keep brainstorming and refining your ideas beyond this workshop!

You Are the Unbreakable CML Champion!

Key Takeaways:

1. Resilience is Your Superpower: You now have a toolkit to navigate challenges, stay motivated, and persevere in your advocacy efforts.
2. Craft Your Compelling Story: The power of storytelling allows you to connect with others, raise awareness, and inspire action.
3. Embrace the Startup Mindset: Think creatively, adapt to new situations, and be data-driven to maximize your impact.

Remember:

- You are a powerful voice for the CML community.
- Use the skills and knowledge you gained today to make a lasting difference.
- Keep learning, keep growing, and keep advocating!
- Thank you for your participation!

Follow me on Linkedin

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Stay in touch!