ADVOCACY GUIDE: RESOURCE 7

Developing a Strong Stance: Mapping Your Expertise

Before you start advocating for yourself and the issues you care about...

...it is important to build your self-awareness of the knowledge, strengths, skills, and questions you can incorporate in your remarks. Developing a strong stance and a sense of humility is essential to being an effective advocate, which means you need to know what you can offer and what you can still learn. Fill out these columns to remind yourself to be confident, even in sensitive and potentially contentious situations (use the back for more room!).

I know...	I care about...	I bring...	I can still learn...
Ex: I know how to bring people together around an issue.	*Ex: I care about animal rights.*	*Ex: I can bring organizational skills and attention to detail.*	*Ex: I can still learn more about animal rights organizations.*

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