

Perth Common Cause Workshops

Values & frames that motivate change



Introductory Workshop, Monday 8 April

This workshop is for those new to values based campaigning and community engagement. You'll learn:

- What values are and how they work
- How to engage values in order to motivate pro-social and environmental action that is widespread, deep and enduring
- How to avoid engaging values that discourage social change and action
- The surprising truths about our fellow citizens' values and how our *perceptions* of their values changes how we engage in pro-social and environmental action
- Practical implications for strategic planning, policy, program design, communications and working with volunteers and the broader community.

Communications Masterclass, Tuesday 9 April

We provide practical support to help you implement Common Cause in your communications. In this interactive masterclass we will:

- Cover key framing tips for more effective communications
- Practice reframing communications to engage values that motivate pro-social and environmental action
- Workshop an example of your own work.

Places are capped at **16 people** to maximise time for workshopping everyone's examples.

What others have said

"This course was a revelation to me, making concrete and useful the concepts of values and frames. It has given me an invaluable insight into how people think and feel, what drives them, and how we may get our message to them in the best way."

- **Walter Steensby, Web Manager, Canberra Alliance for Participatory Democracy**

"The masterclass provided the opportunity to apply the principles of values realignment that was both challenging and very rewarding."

- **Helen Donald, Communications Coordinator, SA Natural Resources Alinytjara Wilurara**

"Eleanor gave an insightful presentation on the Common Cause approach to our Executive Leadership Team. ...What we found quite thought provoking was realising that we currently frame many of the benefits of our programs around financial savings – rather than values of self-direction or universalism. The presentation gave our Team a great overview of Common Cause and has sparked an ongoing conversation on how we can foster a more values based approach as we head into our Business Planning for 2017/18"

- **Vera Lubczenko, Director Engagement, Sustainability Victoria**

Workshop facilitator: Dr Eleanor Glenn



Eleanor co-directs Common Cause Australia. Originally an ecologist by training, her fascination with what makes people tick led to a shift in focus to the psychological and societal dimensions of systems change. Eleanor now helps organisations in a range of sectors to engage the values that motivate us to care for each other and care for the planet.

Common Cause Australia

Common Cause Australia helps cause-based organisations engage the societal values that support a more equitable, sustainable and democratic world.

Our **vision** is a world built on intrinsic values, where concerns for freedom, equality and unity with nature guide decision making more than wealth, power and status.

Our **mission** is to build a movement of people and organisations who are bringing out the best in humanity - by engaging our shared values of compassion and self-direction.

Book now: commoncause.org.au/workshops

For more info, get in touch at eleanor@commoncause.org.au