



Advocacy 101: Finding your **Zonta** Voice

Kay Meyer, ZI Advocacy Committee Chair
Kay Moss, NAID Meeting Facilitator



Advocacy Activity & Level of Expertise

Varies **Widely**

Some hesitate or resist.

Why?

- Boggled down/unclear about priorities?
- Might offend someone?
- Just want to help, not lead?
- Lack of knowledge re _____?
- ZI's guidance is _____?
- Other _____?

Do any of these reasons fit?

Let's take a deeper look

at what's behind some of this
& how we might help our clubs out of—

- ❖ Difficulty focusing & executing
- ❖ Being stuck (& silent)
- ❖ Fear of conflict & adversarial positioning

DIGGING DOWN...

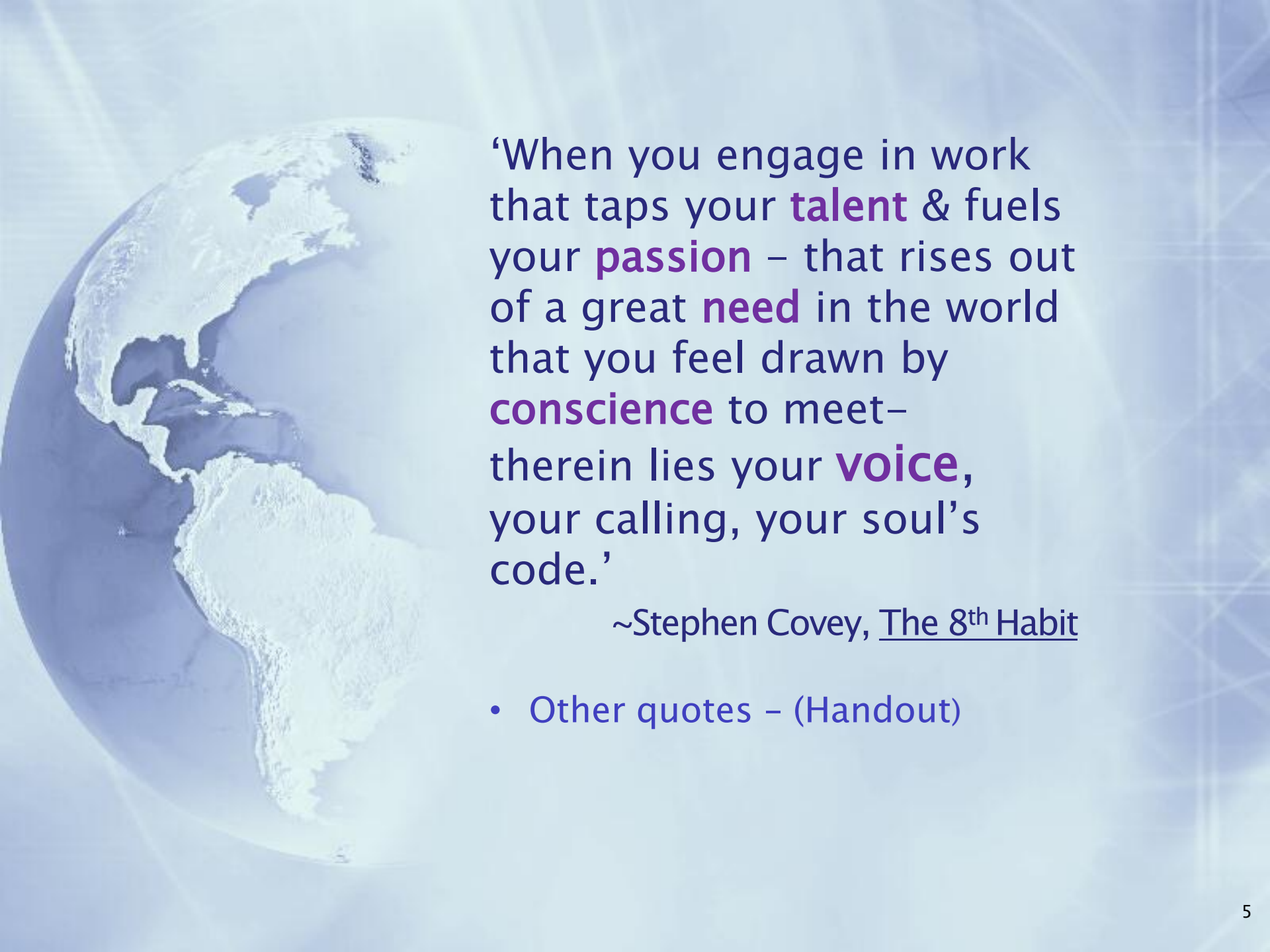


- ❖ Unfocused... Frustrated...
Unclear...
Can't change much...

Wanting Fulfillment & Significant Contribution,?

Tapping into higher levels
of inspiration & motivation requires
a new mindset, new skill set...
what we would call **'Voice'**

The 8th Habit, S.R. Covey, 2004



‘When you engage in work that taps your **talent** & fuels your **passion** – that rises out of a great **need** in the world that you feel drawn by **conscience** to meet– therein lies your **voice**, your calling, your soul’s code.’


~Stephen Covey, The 8th Habit

- Other quotes – (Handout)



*Please note short answers to
these 4 questions --*

- 1. What energizes, motivates, inspires you?**
- 2. What need in the world do you feel drawn to?**
- 3. What does your conscience tell you is right?**
- 4. What experience & strengths can you apply?**



*What
did you discover
in doing this?*

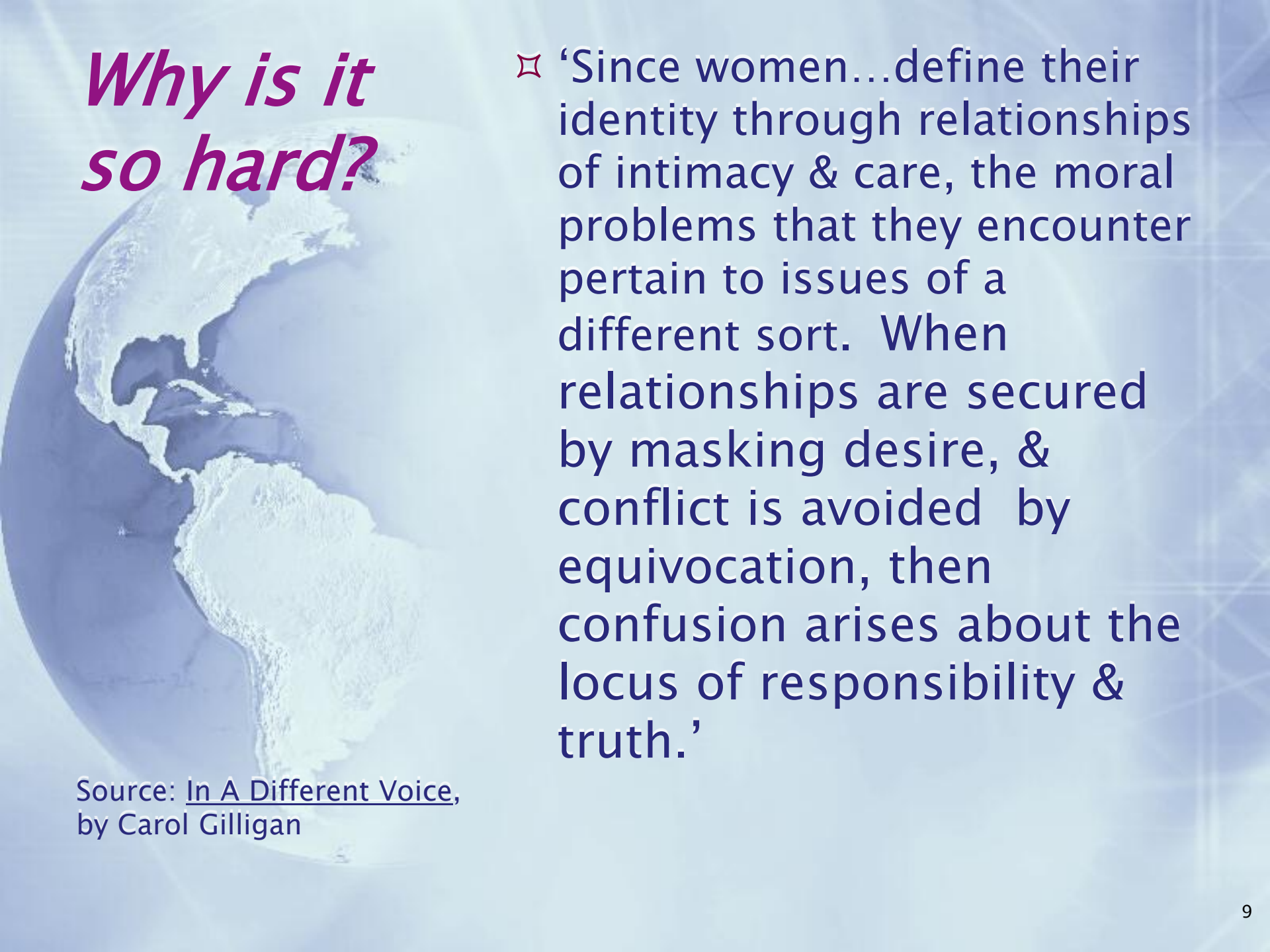
❖ Being stuck & silent

Problems in Zonta Club Advocacy~

- Non-existent
- No-Risk
- Internally-focused
- 'Everything is Advocacy'
- Leave-it-to-Beaver



Why is it so hard?



- ✧ ‘Since women...define their identity through relationships of intimacy & care, the moral problems that they encounter pertain to issues of a different sort. When relationships are secured by masking desire, & conflict is avoided by equivocation, then confusion arises about the locus of responsibility & truth.’

Source: *In A Different Voice*,
by Carol Gilligan

Finding that Different Voice

Turning a morality of restraint into a morality of cooperation

Rather than,
as Piaget describes
'the paradox of egocentrism—a mystical respect for rules combined with everyone playing more or less as he pleases & paying no attention to his neighbor.'

- ✧ 'While an **ethic of justice** proceeds from the premise of **equality**—that everyone should be treated the same; an **ethic of care** rests on the premise of **nonviolence**—that no one should be hurt. ...both perspectives converge in the realization that just as inequality adversely affects both parties in an unequal relationship, so too violence is destructive for everyone involved.'—Gilligan

❖ Fearing conflict & adversarial positioning



‘Leaders do not avoid, repress, or deny conflict, but rather see it as an opportunity.’
–Warren Bennis

TOOLS YOU CAN USE

- **Listening**
– alà the Iroquois



- **Negotiating**
– alà the Harvard
Negotiation Project



Positional Bargaining:

✧ *Soft*

- Friends
- Goal = agreement
- Trust other(s)
- Change your position easily
- Make offers
- Yield to pressure
- Search for 1 answer they will accept
- Disclose your bottom line
- Soft on people & problem
- Insist on agreement



✧ *Hard*

- Adversaries
- Goal = victory
- Distrust other(s)
- Dig in to your position
- Make threats
- Apply pressure
- Search for 1 answer you will accept
- Mislead re your btm line
- Hard on problem & people
- Insist on your position





Change the game!



Negotiate on the merits*

- People** – Separate people from the problem
- Interests** – Focus on interests, not positions
- Options** – Invent multiple options, looking for mutual gains
- Criteria** – Insist that the result be based on some objective standard

* Aka ‘principled negotiation’

-Principled Negotiation-

- Participants are **problem-solvers**
- Goal = **wise outcome** reached efficiently & amicably
- Proceed **independent of trust**
- Focus on **interests**, not positions
- Explore interests & develop **multiple options**
- **Reason** & be open to reason
- Yield to **principle**, not pressure
- Develop **multiple options** to choose from; decide later
- Avoid having a **bottom line**
- Be **soft on people**, hard on the problem
- Insist on using **objective criteria**



OBJECTIVE CRITERIA OR FAIR STANDARDS:

- | | |
|-----------------------------|-------------------|
| • What a court would decide | • Market value |
| • Moral Standards | • Precedent |
| • Professional Standards | • Equal Treatment |
| • Efficiency | • Reciprocity |
| • Scientific Judgment | • Tradition |
| • Costs | • Etc. |



- *Each issue—a joint search for objective criteria*
- *Reason/open to reason re which are most appropriate & how applied*

INVENTING OPTIONS

WHAT IS
WRONG ↓

WHAT MIGHT
BE DONE ↓

THEORY →

2. Analysis

3. Approaches

PRACTICE →

(Starting here)
1. Problem

4. Action
Ideas

Source: Getting to Yes by R.Fisher & W.Ury & B.Patton, Harvard Negotiation Project

MONROE'S MOTIVATED SEQUENCE

1. Attention

Hey! Listen to me, you have a **PROBLEM!**

2. Need

Let me **EXPLAIN** this problem.

3. Satisfaction:

But, I have a **SOLUTION!**

4. Visualization:

If we **IMPLEMENT** my solution, this is what will happen. Or, if we don't implement my solution, this is what will happen.

5. Action:

You can **HELP ME** in this specific way. Can you help me?



Last Exercise

✧ Think of a club advocacy project that addresses a problem women (+perhaps others) are having in your community, state or nation.

Continued...



Remember the 3 previous points–

- Choose what **energizes** you.
- Remember
⇐ **principled negotiation process** to solve problems.
- Know you are coming from an ethic of **caring AND justice.**

Continued...

Report back to Large Group:

1. Problem you are addressing
2. Solution(s) to address problem
3. Who needs to help & who persuaded
4. What will help persuade them
5. What will successful action look like

Don't forget to ...

- ✱ Include your club members
- ✱ Engage people outside your club (define who)

REPORTS
LOCAL ADVOCACY PROJECTS

icing on the Cake:

The Well-Spoken Woman

‘...the Secrets of Powerful Women’

By Christine K. Jahnke



Thoughts about using this...?

