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COMMUNITY ACTIVIST TRAINING LA2

Community activist (CA) competences – general overview



- Communication
- Motivation/ Inspiration
- Leadership, leadership styles
- Lobby and advocacy

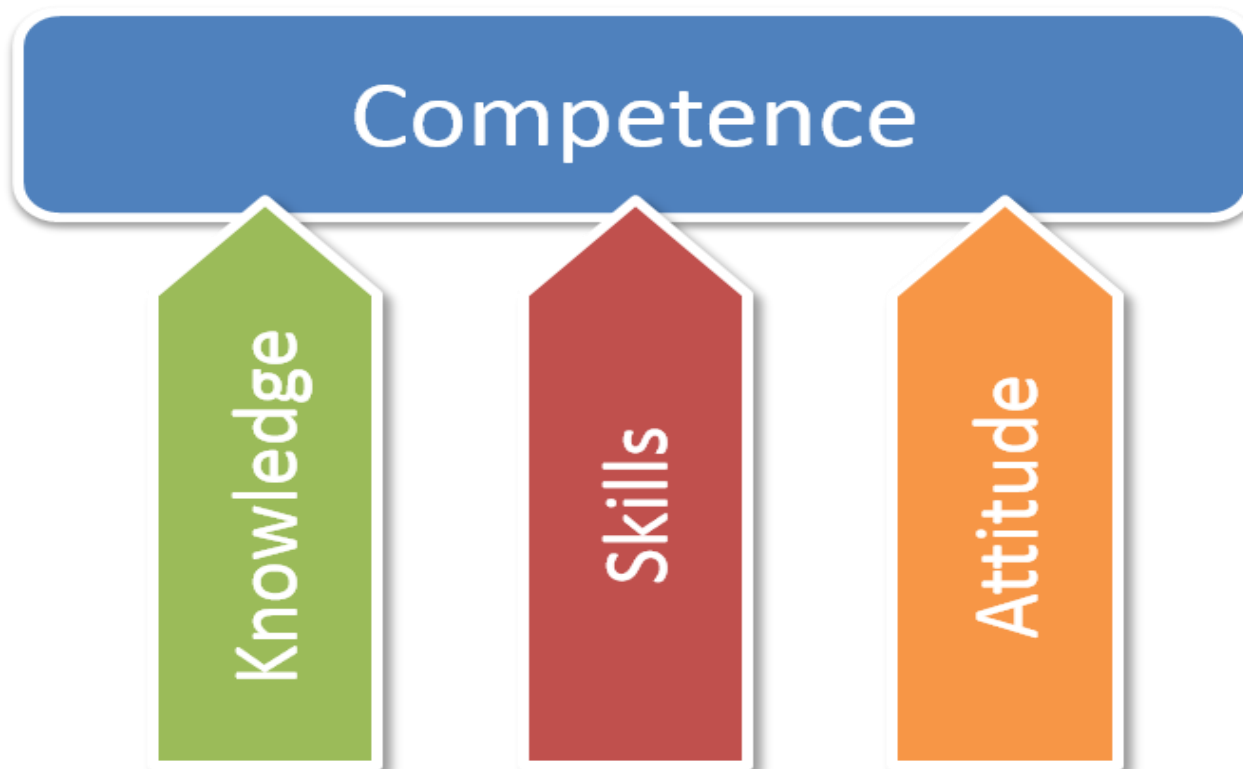
Definition of Competence



Competence is the ability of an individual to do a job properly. A **competency** is a set of defined behaviors that provide a structured guide enabling the identification, evaluation and development of the behaviors in individual employees.

The term "competence" first appeared in an article authored by R.W. White in 1959 as a concept for performance motivation. In 1970, Craig C. Lundberg defined the concept in "Planning the Executive Development Program". The term gained traction when in 1973, David McClelland wrote a seminal paper entitled, "Testing for Competence Rather Than for Intelligence".

Model of competence

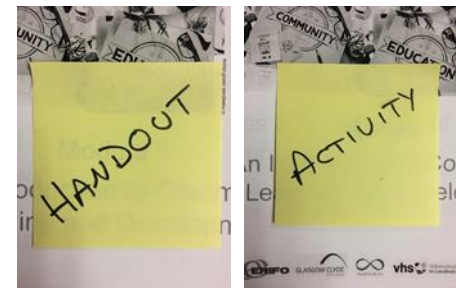


Communication



- Definition
- Verbal and nonverbal communication
- Cycle of communication
- Passive and active listening

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CA_LA2_b
CA_LA2_b2



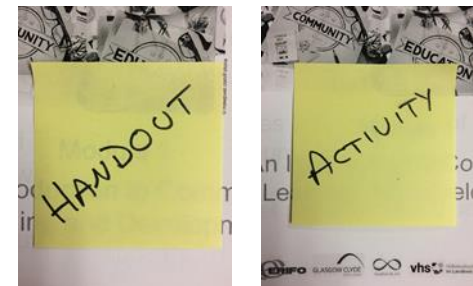
Motivation



Factors that affect most peoples motivation for participating:

- Purpose
- Ownership
- Achievement
- Recognition

CA_LA2_c
CA_LA2_c2



The Leadership. Leadership styles



- Definition
- The leaders - quick thinking
- Main characteristics
- Leadership styles



CA_LA2_d

Lobbying



- Definition
- Etymology
- Lobbying strategies
- Lobbying strategies development
- Group work – exercise



CA_LA2_e



Advocacy
The act of pleading or arguing
in favor of something, such as
a cause, policy, or interest;
active support of an idea



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CA_LA2_e2