

# COMMON CAUSE: USING VALUES AND FRAMES TO MOTIVATE CHANGE

*1 day trainings with Mark Chenery*



## WORDS AND MESSAGES MATTER

In our increasingly fast paced and fragmented world, it's becoming harder and harder to get traction on the issues that really matter. That's why even the most effective progressive organisations are working to review their framing and messaging. These training days will build on the important work done in New Zealand last year by messaging expert Anat Shenker-Osorio with unions and a range of other cause-based organisations.

## AN OPPORTUNITY

These one day workshops offer you an opportunity to evaluate and work on your organisation's approach to framing and messaging – so that you can connect even more strongly with your target audiences. The workshop's ultimate aim is to help your organisation find ways to shift the debate about the issues you are seeking to progress.

## WHO WILL BENEFIT FROM THIS WORKSHOP

Campaign, communications, educators and organising staff who hold responsibility for and are passionate about amplifying your organisation's voice and getting traction on your issues.

## MARK CHENERY



Mark is the co-founder of Common Cause Australia, a non-profit organisation aimed at strengthening intrinsic cultural values. He is an alumni of the Anat Shenker-Osorio communications fellowship run by the Centre for Australian Progress. His values and framing work builds on the work done by Anat by looking at a range of values and how these can strengthen and amplify campaign messaging.

Mark started off in advertising and journalism before joining the non-profit world working in communications, campaigns and community engagement. He is passionate about the role of values in shaping attitudes and behaviours related to social and environmental issues and the power of frames to tap into values.



## INTRODUCTION TO COMMON CAUSE WORKSHOP (full-day)

This workshop is for those new to values and frames-based community engagement. We explore how values and frames work, why they matter, and what a values-based approach to community engagement means for individuals, organisations and movements seeking to create a more just, sustainable and democratic world.

### WHAT YOU'LL LEARN

- What values are and how they work
- How values connect to social and environmental attitudes and behaviours
- How to engage intrinsic values in order to motivate action
- How to craft more effective messages using values-based frames
- How to incorporate values and frames into your campaigns, communications and fundraising.

Common Cause workshops are suitable for communicators, behaviour change specialists, campaigners and fundraisers who want to motivate deeper and more durable support for social and environmental issues.

### WHAT OTHERS HAVE SAID:

*"Enlightening, practical, empowering and backed by science – the workshop provides a fantastic grounding in values theory."*

*"Excellent introduction to values messaging. Very exciting to learn how to tap into people's better natures and very encouraging to know that people's values can be shifted to be more compassionate – and now I feel I have the tools to do so!"*

*"Mark's spot on workshops combine vetted findings on persuasion and perception with real-world applicability. He'll show you not just which values to highlight in your messaging and campaign approaches, but also why they work and how to express them."*  
– Anat Shenker-Osorio

## COMMON CAUSE AUSTRALIA

Common Cause Australia helps caused-based organisations use values and frames to motivate social change. The Common Cause approach is based on decades of research into how to motivate change through values and frames. Common Cause Australia provides a range of training and support services for non-profits, governments and socially conscious businesses in Australia and New Zealand and is a founding member of the global Common Cause Network.

## REGISTER

Name

Email

Mobile

Role

Organisation

Interests

### AUCKLAND

Friday 19 August, 9.30am-4.30pm

PSA Auckland, 155 New North Road, Eden Terrace

### WELLINGTON

Monday 22 August, 9.30am-4.30pm

NZEI boardroom, Level 13, Education House, back building, 178 Willis St

### HOW TO PAY

Please email us this form and we will invoice you.

Cost \$125 + GST (lunch provided)

Please complete this form and email to: [conor.twyford@psa.org.nz](mailto:conor.twyford@psa.org.nz)  
contact: 027 277 8149