

Learn to create **conservation movements** that stick!

workshops by Brooke Tully

Overview

To protect our planet, we need people to rally behind environmental actions and adopt more sustainable behaviors. Yet motivating people to get up and do something feels increasingly difficult to achieve.

So, what separates those conservation initiatives that “take off” from those that can’t seem to get off the ground?

It comes down to understanding why people don’t do things, what motivates them to take action, and how we can use those insights in our own communication and outreach efforts.

My workshops help your program apply behavioral insights and effective communication strategies, so you can motivate people to take action and create a conservation movement that sticks.

Learning objectives

Workshops are designed with adults in mind. This means they are interactive, interesting, challenging and fun.

Participants can expect a healthy mix of presentations, individual processing time, small group work, energizers, and larger group discussion and feedback.

Learning objectives vary slightly across workshops to meet the needs of the participants. Overall, my goal is to have each participant feel capable of completing the following tasks by the end of a workshop:

1. Select specific behaviors to promote that will achieve a project’s goal.
2. Determine priority audiences for communication and outreach efforts.
3. Identify tangible and psychological barriers to behavior change.
4. Explore message frames and approaches that help overcome psychological barriers.
5. Select appropriate forms of communication and outreach for the audience.

Workshop formats

Workshop formats range from one day to two days. All participants will receive worksheets to facilitate the capacity building process and additional resources to access online.

Learning objectives will be achieved in both formats, but at varying levels of depth. The two-day format allows participants to understand concepts and strategies in greater detail and spend additional time applying behavior change techniques to real-world projects.

If desired, a third day can be added for one-on-one or small group consulting on current conservation projects.

A one-day workshop often looks like this:

Time	Agenda
Morning 3.5 hours	<ol style="list-style-type: none"> 1. CONTEXT SETTING Defining behavior change communications. Share a model for behavior change. Provide overview on project management and marketing cycles, including M&E. 2. IDENTIFYING BEHAVIORS Identify behaviors contributing to current conservation challenges and those needed to achieve conservation goals. Determine gap between existing and desired behaviors. 3. PRIORITIZING AUDIENCES Identifying the “who” behind the existing and desired behaviors. Exploring the ‘sphere of influence’ around priority audiences. 4. WHY PEOPLE DON'T DO THINGS Exploring psychological, communication, and physical factors that prevent audiences from changing their behavior or adopting new behaviors.
1 hour	LUNCH
Afternoon 3.5 hours	<ol style="list-style-type: none"> 5. WHY PEOPLE WILL DO THINGS Consider how concepts of “social proof”, “stewardship” and “self-efficacy” contribute to motivating action. 6. MESSAGES THAT MOTIVATE Tips for writing effective messages that overcome psychological barriers and lead to action. 7. SELECTING THE RIGHT IMAGES Exploring the role images play in reinforcing the message and desired behavior. 8. CHOOSING MEDIA AND METHODS Identifying most effective and cost-efficient methods of reaching priority audiences that also support the conservation message.

Workshop agendas include time for: introductions; energizers; morning and afternoon breaks; Q&A; guided discussion and learning reflections; report outs and feedback.

Meet the Trainer

I've been training non-profit organizations and local governments to use behavior change marketing in their conservation programs for over 10 years. Trainees have come from all over the world and have successfully applied these approaches to complex environmental challenges.

I'm passionate about the need to apply behavioral insights and effective communication strategies towards our shared goal of protecting this planet. And I'm excited to bring this workshop to you!

Previous trainees include:

- Wildlife Conservation Society's regional office staff from Lao PDR, Thailand, Mongolia, DRC, Gabon and Cameroon.
- Municipal government employees and Mayors throughout the Philippines.
- Graduate students enrolled in the WCS Advanced Inquiry Program and Tufts University's Conservation Medicine program.
- Students and scientists attending the 2018 Society for Conservation Biology North America conference.
- Fellows enrolled in the Tufts' OneHealth program, the 2017 Conservation Leadership Programme cohort, and the Doris Duke Conservation Scholars Alumni program.



"Brooke is an excellent trainer and highly capable facilitator who creates and maintains a really positive, stimulating training atmosphere. Her experience in commercial marketing and behavior change for conservation NGOs is clearly evident and put to excellent use."

- Stuart Paterson, Fauna & Flora International
Based on course delivered for Conservation Leadership Program (CLP) in July 2017

Get in touch!

Reach out to me directly if you'd like to discuss workshop options, availability, and more.

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Check out my website for free resources, more information about the work I do, and to get my awesome newsletters: <https://www.brooketully.com>