



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

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Training workshops  
by Brooke Tully



**brooke**tully

# Workshop 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.**



## SIZE

Up to 3 days & 30 participants.



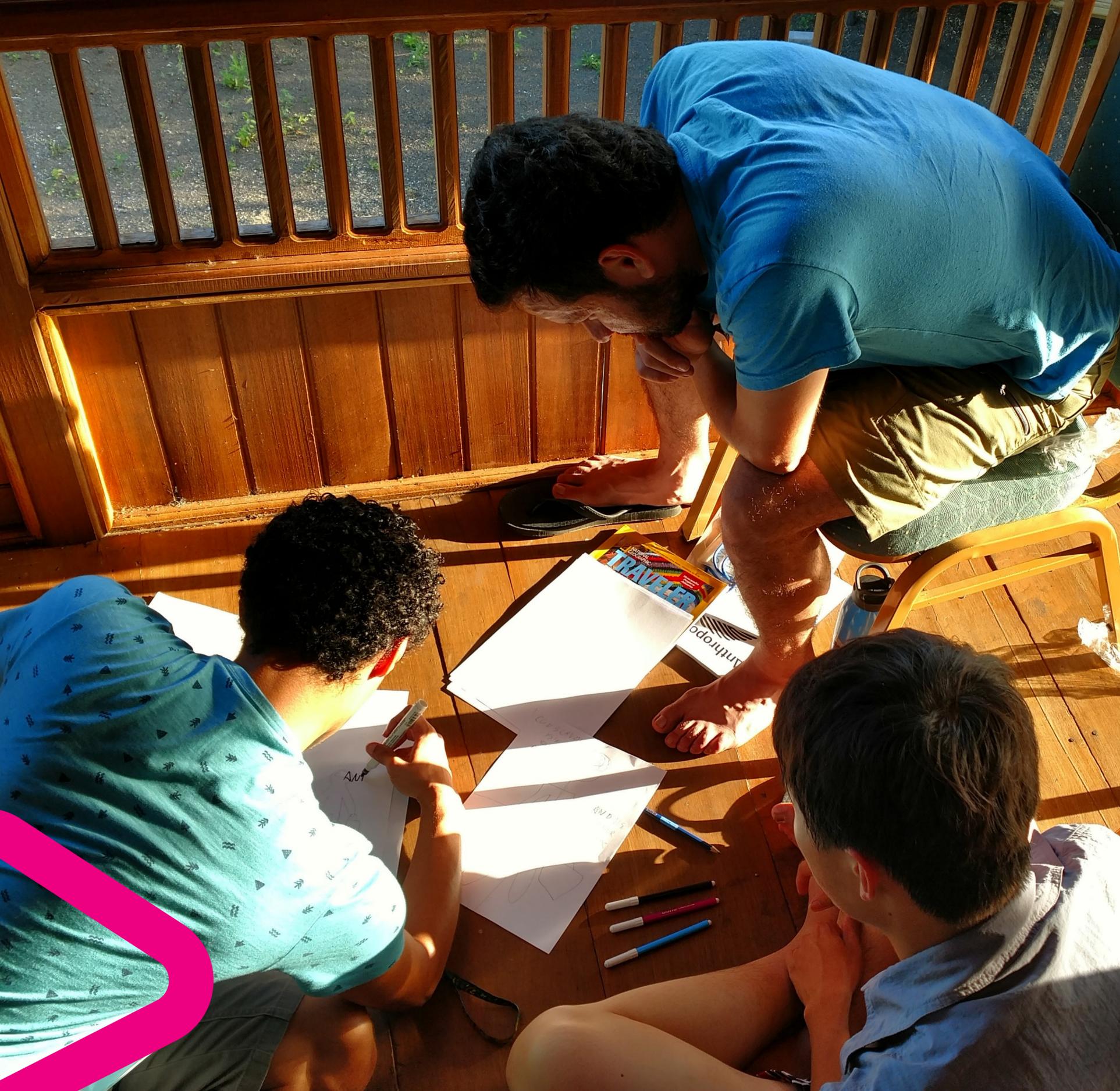
## LOCATION

In-person at a location you choose.



## TAILORED

Based on audience & objectives.



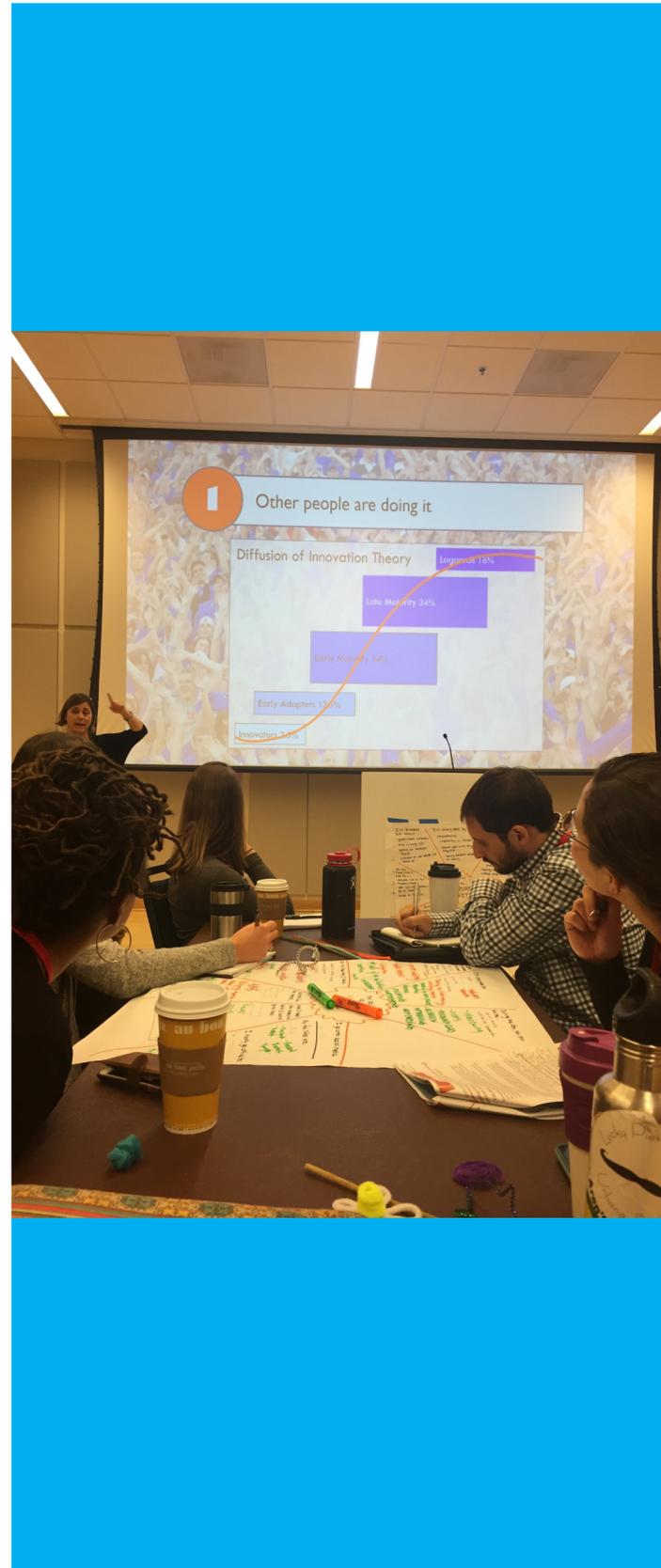
## Format

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.

All participants receive worksheets to facilitate the capacity building process and additional resources to access online.

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



# Learning objectives

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:

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

# Agenda

one-day workshop example



## Identifying Behaviors

Behaviors needed to achieve conservation goals. Gaps between existing and desired behaviors.

## Context Setting

Model for behavior change. Review of project and marketing cycles.

## Prioritizing Audiences

Identifying the “who” behind the behaviors. Exploring “spheres of influence” for priority audiences.





## **Understanding Barriers**

Psychological, communication and physical barriers that prevent audiences from taking action.

## **Messages & Images**

Crafting messages and selecting images that overcome barriers and reinforced the desired behavior.

## **Exploring Motivators**

Ways that social proof, purpose, belonging and fun can motivate action and change.

## **Outreach Methods**

Identifying most effective methods of reaching & engaging priority audience segments.

**Days 2 & 3:** Additional days allows participants to understand concepts and strategies in greater detail and spend time applying techniques to current projects.



Meet the Trainer

**Brooke Tully**

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



Wildlife Conservation Society's regional office staff: Lao PDR, Thailand, Mongolia, DRC, Gabon & Cameroon.

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Municipal government employees and Mayors throughout the Philippines.

Project Dragonfly's graduate students enrolled at the Bronx Zoo.

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Students and scientists at the 2018 Society for Conservation Biology's North America congress.

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Tufts University's Master's in Conservation Medicine students.

Fellows enrolled in Tufts' OneHealth program, the 2017 Conservation Leadership Programme, and the Doris Duke Conservation Scholars Alumni program.

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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

# Get in touch!

Reach out to discuss options, availability, pricing and more.



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