

Different **LENSES**



Different **VISIONS**

Understanding and Influencing Public Opinion About Your Programs



Do you ever wonder what motivates someone to support or oppose an issue? To a large extent, people form opinions based on their level of moral development: i.e., they view issues through their own “moral lenses.” Some are so passionate they are unable to hear or understand the views of others, some passively resist, and some remain silent even when they agree with you. Each group can pose problems for school administrators.

This workshop applies analysis derived from Kohlberg’s theory of moral development to advocating for school-based programs and policies with individuals and groups.

“We don’t see things as they are; we see them as we are.”

In this workshop, we examine the spectrum of support from **passionately opposed** → **passively resistant** → **passively supportive** → **passionately supportive**, gain new understandings of what motivates each, and explore concrete strategies for advocating for your programs more confidently and successfully whether you are talking with individuals, speaking to groups, or crafting media messages.

This workshop will help you . . .

- **Become a more persuasive communicator**
- **Advocate more effectively for your school’s needs**
- **Deal more effectively with active opposition to your programs**

“I’ve attended this type of workshop since the 1970’s. This is the first time I’ve left one with the tools I need to deal with this issue.” Gary Wilson, The Citadel College, South Carolina

FORMAT OPTIONS

This topic can be offered as a 90 minute presentation, 3 hour workshop or day-long training depending on group needs.

COST

Varies, depending on time required and location.

TO SCHEDULE FOR YOUR GROUP

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