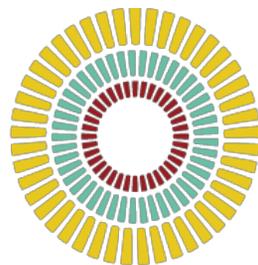




# ADVANCED DIGITAL CHANGEMAKING



## MODULE 4: Putting Your Vision Into Action



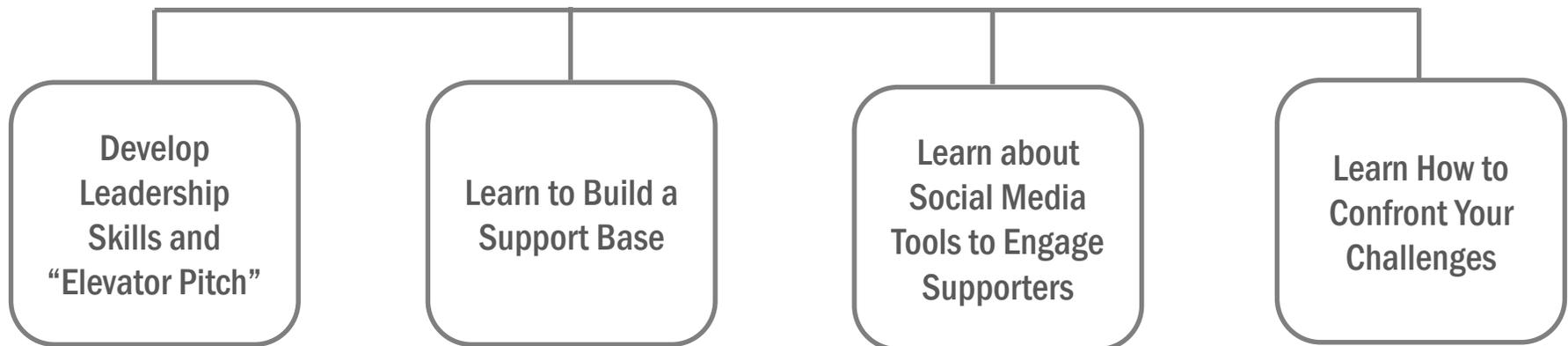
**WORLD PULSE**

# Module 4: Putting Your Vision Into Action

Welcome back to Advanced Digital Changemaking! Thank you for making time to join the conversation with women changemakers from around the world! In Module 3, you wrote and posted your articulate, polished story that focused on your own experience and solutions. In Module 4, we will continue to use our voices to create change. We will begin to explore concrete ways that we can use our stories and our visions to mobilize others, to solve problems, and to implement solutions.

Once we articulate our vision, and we have connected with others, we become the leader of our vision in our online and offline communities. For example, we might start leading our families in practices that support our vision, such as those that are economically or environmentally sustainable. We might begin joining or leading community groups and sharing our message with others. We share our stories and solutions on World Pulse through our comments and posts, or the Resources page . We might post on Facebook or Twitter about what we are doing. Or we may push for a large social or political change, and find others who inspire us online. We are connecting and sharing ideas. Now we are ready to lead our vision.

## In Module 4, you will:



## Part I: Leading Your Vision – The Elevator Pitch

### What is an elevator pitch?

An “elevator pitch” is a business term that refers to a short, clear version of what you’d like to accomplish. It is so short, succinct, and convincing that you can make your case to someone else during an elevator ride, which is just a minute or so long. The term comes from the experience of having to impress a senior business executive during a brief elevator ride.

### Why create an elevator pitch?

Modern, digital life requires that we define who we are, what we do, and what we’d like to accomplish in small snippets – such as a LinkedIn profile, a Facebook post, or the profile you made when you joined World Pulse. If we hope to motivate others to change, we need only look to the way politicians in many democratic countries now run their campaigns – as a series of stories, calls to action, and requests – sent through email, text, Facebook, Twitter, and other online forums.



Achieng Nas



Read about World Pulse community member [Beatrice Achieng Nas](#) from Uganda, who is an advanced training alumnus from 2011, and now founder and director of her own organization, Pearl Community Empowerment Foundation. When you read about the organization’s mission, you can hear her vision clearly:

*“We are a Ugandan non-profit grassroots organization dedicated to empowering rural African communities to take charge of their own development and break the cycle of poverty. We accomplish this through ongoing initiatives in women’s education, farming assistance, preventive health care, and many more.”*

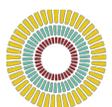
[Read more](#) about Beatrice’s projects and how they have taken off through social media channels and contributions made through World Pulse’s social network.

### **BONUS!**

Visit her page/story and send her love



or give encouragement



When you think about your own personal or professional journey, it's likely that you will recognize times when you needed to come up with an "elevator pitch" to explain what you were doing, what you hoped to accomplish, or how you wanted to motivate others. This could be as close to home as explaining to your family why you need their support in taking a particular course of action. Or you may have had to lead many others in your profession, or your community. In any case, you've likely done this before, even if you didn't call it by the same name. It is an essential first step, and as we gauge first reactions to our "pitch," it helps us refine our goals and strengthen our projects.

### Parts of an Elevator Pitch

An elevator pitch is a brief description that outlines your idea or proposal.

For insight, we've turned to Adam Leipzig, who made a short video for TED (Technology, Entertainment and Design) about how to define your life purpose in five minutes. The video is 10 minutes long, and makes it very easy. [Watch it here](#). For your elevator pitch, you can use Leipzig's formula:

- Who are you? State your name.
- What are you doing? Explain the key thing you are doing to make change. .
- Who do you do it for?
- What need are you fulfilling?
- What change or transformation will occur for all involved (supporters, beneficiaries, etc.) in your project?

Now put it all into a sentence. That's your elevator pitch. You can say it out loud to yourself or to somebody else, and record it on your phone or any other audio device to listen to how it sounds.

It should look and sound like these great examples from the World Pulse social network: (see next page)



Leina

**Chi Yvonne Leina:**

"I am an independent journalist and women`s rights activist. I run a local not-for-profit in Cameroon called Gender Danger that works to fight dehumanizing cultural practices against women in the country."

**BONUS!**

Visit her page/story and send her love  or give encouragement 



Stella Paul

**Stella Paul:**

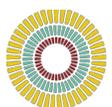
"I am a multimedia journalist with a lot of 'Been there, Done that' stories. I report/blog/ videoblog and make documentaries on development and environment issues...As a journalist, I tell to the global audience, the unheard stories of marginalized communities. And when I am not working on a news story, you will find me talking about issues that affect our youth, especially our women."

**BONUS!**

Visit her page/story and send her love  or give encouragement 

**What makes these pitches great?**

- They clearly identify:
- Who these women are.
- What they are doing.
- Who they are doing it for.
- What the people need that they are giving them.
- How their work creates needed change.



Before you post your elevator pitch, try it out on others. You are going to share your elevator pitch with your mentor, who will give you feedback. Also pick one other person in your community who you totally trust (a friend, family member, member of your community). You can also pick another training participant. Share your elevator pitch with them.

### How does it feel the first few times you say it out loud?

You might notice some parts that need to be changed. If you stumble at a certain spot, that's a place to look closer.

- Does it lack clarity? Consider asking yourself: Am I telling people why and how I'm reaching my vision?
- Is it complicated? Maybe others can't really understand the issue and need it expressed in another way. Maybe you need a simple angle to approach explaining it.
- Is it unfamiliar to others? Maybe other people might not understand the need for different solutions, because the problem isn't familiar to them, doesn't make sense to them, or because of bias in their personal, social,

Whatever your answers are above, these are your clues as to where you will have to work to engage others.

### Put that elevator pitch to work!

Once you have a good, simple explanation for what you'd like to accomplish—your elevator pitch—the next step is to engage others in collaborating with you to make the change you'd like to see. After you present your idea as your Elevator Pitch, you might be ready to ask people to take a specific action to support your vision, such as funding a program, supporting a change on policy or anything that will make a difference.

## Part II: Leadership as Stewardship - Every Person Counts

Leadership involves inspiring others to collaborate with you, and help you create change. The most wonderful idea can only be implemented if others are motivated from within to collaborate. Others join you when a solution matters to them.

One idea to consider is the idea of leadership as “stewardship,” a concept developed by Peter Block, a visionary business leader from the United States. Block claims that, contrary to popular thinking, leadership is granted by those who would follow, not those who are “higher up.” This doesn’t mean that there are no leaders and no followers. It does suggest that every stakeholder is equally important, and maybe even more important than the leader. It is with those that follow, or work for something, that true power lies, because without those special people, no work or change could ever happen.

When we consider who might collaborate with us and what we hope to motivate them to do, it becomes easier to mobilize others for change. The stakeholders\* in any change you hope to make are crucial to your success. Stakeholders might be locals affected by the change you hope to lead, or they might be people in a country far away who are inspired to help you with your goals because they think your solutions are worthwhile.

### First, Consider Your Audience: Who Are the Stakeholders and Potential Collaborators ?

Different stakeholders will have different needs, therefore they become different audiences for your elevator pitch. Make sure you identify which stakeholders you are presenting to, and craft the message appropriately. For different projects, with different audiences, you may use your elevator pitch in different ways.

*\*A stakeholder is a person, organization, group, or company that has an interest in an enterprise or project.*

To define your audience and potential collaborators, you could consider:

- Who would be affected by the changes you hope to see?
- Who might want to help you? Who might be opposed to these changes?
- Who would be great to collaborate with?
- Who might be able to help you have a big impact locally? Globally?
- What are these stakeholders' needs? What will help them engage, and collaborate with you?
- When change is difficult, how might you be able to make it easier or less threatening?

### Stakeholder Need #1: Clarity

Clarity is the first thing anyone we hope to collaborate with needs from us. They want to know what our story is, what we hope to change, and how we think that change can happen.

### Stakeholder Need #2: To Feel Engaged

Stories can bring your vision to a more personal and compelling level, because you can call upon emotions and imagery through story. Then, you can tell and share your story in many ways through different media. The ones most helpful to you will likely depend on your project, what kinds of media people use in your community or region, or what kinds of media are popular culturally. They may also depend on your goals. Most people end up using a variety of methods.

### Ways you can present your story to others:

- In writing
- Through music
- By using digital storytelling and video
- Through photographs
- In audio
- Through theater
- Through visual arts

**Then, you could share these stories on:**

- Social networking sites, like Facebook, Twitter, or World Pulse
- Radio
- Video sharing platforms, like YouTube or Vimeo
- Photography-focused social networking platforms, like Instagram or Pinterest
- Traditional news media, including their websites and blogs
- Your own website or blog
- An audio or podcasting platform, such as SoundCloud
- Can you think of any others? Write them here \_\_\_\_\_.

**What kinds of media will best match your goals?**

There are many forms that your stories and your Elevator Pitch can take. The media that you decide to use to share your mission and collaborate with others might depend on cultural and social needs and wants. For example, read an email from Leina, long-time World Pulse community member and Africa Lead for World Pulse, where she is describing using music to mobilize people to stop the practice of breast ironing in her country, Cameroon. She explains how music engages people more effectively than other methods in her culture:

*Please find attached a beautiful Cameroonian rhythm (makossa) to spice up your summer. The lyrics are also attached. It is our next big step to reach a wider audience with our campaign against breast ironing in Cameroon. ([Gender Danger](#)). After three years of door-to-door and group-to-group campaigning and sensitization of more than 30.000 Cameroonians, we have realized that music is the fastest and most effective way to reach a wider audience in a shorter period. Millions of those we are trying to reach are faithful consumers of music produced by some of the very popular local artists we are partnering with for this music campaign. The attached piece is a rough recording from the composer. A select few Cameroonian icons will be coming together to professionally record it for Gender Danger's campaign...The final product will be massively broadcast on national public and private radio and TV channels and via social media. We anticipate reaching about 5 million people within our first few broadcasts.*

Please read more about it, and listen to the music campaign for Gender Danger [here](#).

## Using Art and Culture to Inspire Change

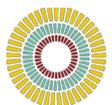
We've already discussed how stories can engage others. Other kinds of art and culture can also be used to inspire change. Arts and culture—music, imagery, story, foods, crafts, and rituals—can be used to draw people's attention and connect with them. They can also be used when change is difficult. All change is difficult for someone, if only because it takes effort to change. But in some cases, the solution goes against cultural tradition, or asks people to think about events or subjects that are painful. At these times, we can look to the strengths of our culture for clues as to how to lead people through change. Almost every culture has arts that they use in times of difficulty, to open people's hearts even when their minds remain closed. This is true worldwide.

In the example we shared earlier, music brought Leina's campaign to end breast ironing in Cameroon to a whole new level. It helped her reach more people and use the richness of Cameroon's musical tradition to open people's ears and hearts.



## Thinking Exercise:

- How might your culture's traditional tools help you to speak on difficult subjects or ease the way for others in making change happen?
- Could your experience of art, story, ritual, recipe, music, meals, or activities be filmed or shared online in a way that engages others, eases our ability to confront challenges, helps us find solutions, or inspires others to move into a new way of thinking or doing?
- Post to your World Pulse online journal if you feel inspired.



No matter how you choose to share your stories, sharing stories on social media allows you to:

- Gain visibility
- Have a global reach
- Quickly connect people to your vision
- Collaborate
- Share and connect with resources

If you are not active on social networks, the first step would be to join one or two, or to begin to be more active on one you have already joined, such as World Pulse - and this is a great place to share your elevator pitch and to tell stories to involve others in your project. Most experts in using social networking as a marketing tool suggest beginning with one social network and trying it out to see what works best for you. With practice and experience, you can venture on to other platforms and build your comfort level there. The idea is to use social networking platforms regularly to tell your story and lead your vision.

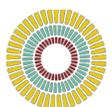
To the right is an array of popular social network sites. Many of them have groups you can join that are made up of others with interests similar to yours. One way to find the people and topics of interest to you on these platforms is through hashtags. Hashtags are a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. For instance, if you are on a social media site and see a topic of interest and they use a hashtag, you click on the hashtag and it will show you all other posts that use that same hashtag. You can also add the hashtag to your posts and they will be included as well.

Try it out! Visit Facebook or Twitter and search #WorldPulse



## Thinking Exercise:

- What social networking platform is most popular in your country or region?
- Are there any discussion groups or forums you can search out through Google that are focused on your interests and passion?
- Can you use social networks to find groups that would be helpful to your goals?



WIKIPEDIA  
The Free Encyclopedia



LinkedIn



WORLD PULSE

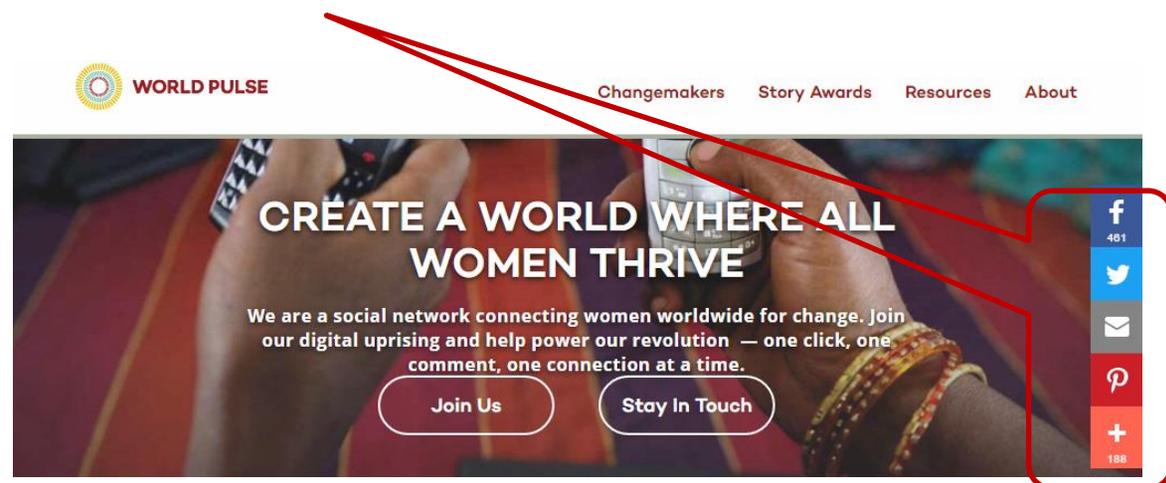
## Part III: Social Media Tools - Sharing, Engaging, and Finding Great Content Online

Most people who use social networks to follow posts or people do so because they share a passion for the topic. To “follow” someone online means to regularly read her posts. It may also be that you regularly comment, that you share a person’s posts to your network, or that you “like,” “friend,” or “endorse” someone, depending on the social network platform you are using. Following people or organizations allow you to easily like, follow, share, or recommend content that inspires you, making it easier for you stay up to date with your favorite blogs and read the comments and resources that the community is sharing. At the same time, it gives you the opportunity to join the discussion.

At World Pulse, we believe women sharing their stories and inspired solutions can empower others and speed up global change. Get connected with those inspiring individuals and engage others by encouraging them to share your stories and elevator pitch on their own social media profiles .

### Social share buttons on World Pulse

Sharing content on social media can bring awareness to a campaign by having it shared and spread around among an audience who have an interest in that campaign. This can easily be done with people in your networks. With a few clicks, you can choose to share a World Pulse post on Facebook, Twitter, email, Pinterest, Tumblr, LinkedIn, and more. Use these buttons to share your journals, your elevator pitch or a journal post that resonates with you, and pass it along to your networks.



### Follow , Encourage and Send Love on World Pulse

If you see a story you like, click the “Follow Me” button under the author’s profile picture to see more posts from this author in your MyPulse feed. Click “Encourage Me” to leave a comment and share your thoughts. Or click the “Send Me Love” button to show your support!

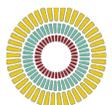
### Trying Out Additional Digital Skills:

1. Add an original [picture](#), [video](#), or audio to your Elevator Pitch Post. You may record your Elevator Pitch with your smartphone or other video recorder. Or learn about the free audio recording tool [Audacity](#).
2. Create and spread a hashtag for your Elevator Pitch. Think of a short sentence (don’t include spaces) or a word to summarize your vision. Add the “#” symbol before that word or sentence, and add it to all of your posts on World Pulse and other social media. This will encourage others to follow you and to add to your conversation. For example, you can follow conversations about ending gender-based violence by following the hashtag [#GBV](#) on Twitter, and adding this hashtag to your posts talking about how to end gender-based violence will help others find them and read your message



### Thinking Exercise:

- Spend a little bit of time reading through posts on World Pulse, or another social networking site.
- Note the posts that you find most engaging.
- Come up with a few words that characterize your favorite posts.
- How might you be able to write posts with these same characteristics?



## Part IV: Confront Your Challenges - Safety and Security

Throughout this course, we have emphasized the importance of taking care of yourself, and keeping yourself safe and secure.

By now, you should:

- Be practicing safety and security measures whenever you are online.
- Have made a go-to plan for your safe physical places – who and where can you go to be safe and secure.
- Have made a rough map of how safe and secure you are, and where areas of danger might be.
- Explored how well you are taking care of yourself.
- Found a “Take 10” routine for self-care check-in.

Good for you! If you’ve done all this, you are far ahead of most people in terms of creating solid ground for yourself. And if you haven’t done all this, just doing one small part now is a good start.

As we turn to mobilizing others, we want to emphasize that we also have to make sure that we take care of them and keep them secure, especially as they help us implement solutions. This doesn’t mean that you must do this alone. Instead it means that you should consider risks, and connect those at risk with information and resources they need to stay safe.

**Do No Harm.** At World Pulse, we understand that some women in our community are putting themselves at quite a risk by trying to make change, but they do so knowingly and intentionally for the purposes of making needed changes in their communities. Because of this, we believe that it is our mission to provide as much information as possible so that women can make a conscious decision about their activities. It is then up to them to decide what is safe, what is not, and what risks they are willing to take. We hope that as a woman leader you will take on this mission as your own, and pass on safety and security information to stakeholders.

Are there stakeholders or individuals helping you who might be vulnerable? Might there be in the future? What are you putting in place to ensure the safety of those around you? Those who are vulnerable could be local allies, coworkers, or friends. They could also be people you have connected with through World Pulse, or any other networking site. The vulnerability they may face could be real physical vulnerability, such as threats of violence, risk of illness, or exposure to the emotional trauma of others. It might also be less obvious, especially in more peaceful communities worldwide. Are you or those around you facing social stress, working hard enough that it affects your health, or working through personal or social trauma? In these cases, it's important to connect others with resources, rather than taking on the burden of caring for everyone ourselves. It is important to know that you have limits, and that some things are out of your control. It is here where we need to rely on resources and support networks. Some great resources for taking care of yourself, and for sending others for help include:

- World Pulse mentors and listeners
- Family
- Friends
- Colleagues
- Mental and physical health practitioners
- Supportive religious institutions or spiritual leaders
- Friends in online communities, like World Pulse
- Online forums devoted to specific causes
- Local support groups



## Thinking Exercise:

- Who among your allies might be vulnerable? Is there a resource you could connect them with that might be useful to them?
- What are some resources available to you when you need to support others?

**Self-Care Take 10 Activity: Staying connected to your vision and purpose**

Staying connected to our passion and our purpose for doing our work can help ground and energize us when our work is tiring, or when we experience setbacks. This week you created an elevator pitch that got to the heart of what you do and why you do it. An elevator pitch is useful, not only to provide clarity for collaborators and funders, but also so that we have clarity for ourselves. This week, our “Take 10” activity will help us stay connected to our passion.

**“Take 10” Activity:**

- Choose one image or object that represents your passion for doing the work you do. This could be an image, a written statement, or an object that inspires you.
- Place this image or object somewhere that you will see every day, and use it throughout the week to remind yourself of why you do the work you do.

## Part V: Module 4 Review and Resources

This week you will be refining your vision for change into a succinct message, your Elevator Pitch. This is a very challenging task, since we need to make sure that we are sharing the why, how and who of our vision for change in no more than 75 words. However, when we feel clear and confident about our message, and when we are able to distribute it effectively through digital and offline channels, we will inspire bigger audiences to take action and support us.

### Mentor Check-In

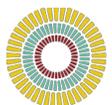
This week, you have the opportunity to send your Elevator Pitch to your mentor to receive feedback and get support polishing your message. You could send the video recording of your pitch, or have a Skype conversation to practice saying it out loud. You can also ask your mentor for any other help you need.

### Digital Skills Checklist:

- \_\_\_\_\_ I know how to write and publish a concise Elevator Pitch.
- \_\_\_\_\_ I know how to adapt my Pitch or story to my different online platforms .
- \_\_\_\_\_ I know how to share posts and stories from one social network to another .
- \_\_\_\_\_ I know how to use images, audio, and video to support my Elevator Pitch and my message.

### Other Sites of Interest:

1. Send video messages: [SkypeVideo](#)
2. Post your videos: [Vimeo](#), [YouTube](#) (and do not forget to share link on [World Pulse](#))
3. Join a new social network: [Twitter](#), [LinkedIn](#), [Facebook](#), [Tumblr](#) etc.
4. Create a visual representation of your Elevator Pitch: [Piktochart](#), [Canva](#), and [Venngage](#).
5. Start saving links of interesting sites with social bookmarking: [Google+](#), [StumbleUpon](#), and [Pinterest](#).



## Module 4 Assignments

### Assignment 1: The Elevator Pitch:

1. Write an elevator pitch of **75 words** or less that explains:

- The change you are working toward
- How you are doing it.
- Why you are doing it.

For more help, you can also watch Adam Leipzig's TED talk. (Refer to page 4)

Answer the questions below to work through each part of your elevator pitch. Try to make it active and engaging.

- Who are you? State your name.
- What are you doing? Explain the key thing you do, or are doing.
- Who do you do it for?
- What do those people want or need that you give them?
- How do they change or transform as a result of what you give them?

Your finished pitch should look something like Chi Yvonne Leina's personal pitch:

*"I am an independent journalist and women`s rights activist. I run a local not-for-profit in Cameroon called Gender Danger that works to fight dehumanizing cultural practices against women in the country."*

2. **Record your Elevator Pitch as a short video.** Take the pitch you wrote down and record yourself delivering it as you would to an audience. This video should be quite short – no more than 30 seconds. See the instructions on the following page. **Please post your video to the Virtual Classroom by 11:59pm PDT on 23 March.**

## Instructions:

1. We suggest you share your Elevator Pitch with your Mentor by **18 March** .
2. Post your Elevator Pitch as a journal post on the [VOF Virtual Classroom](#) by **23 March 11:59 p.m. PDT** Title it “My Elevator Pitch”
3. Record video of your Elevator Pitch using your smart phone ([learn here](#)), camera or computer.
4. You will need to upload the video to YouTube or Vimeo.com first and then embed the video in your World Pulse post. You can do this by copying and pasting the link into the “multimedia” section of your post.
5. Create and share a hashtag for your Elevator Pitch. (This might later become a hashtag you use for your digital action campaign!)

**Assignment 2:** After you read the post, you might feel inspired to write a comment to the author, and let her know why you are interested in her post and following her work.

**Assignment 3: Share your Vision on Social Media - OPTIONAL**

Join one more social media you have not explored before. Then, look at your Elevator Pitch post, or look for posts and stories that catch your attention on World Pulse, and share them on one of your favorite social media channels using our AddThis sharing tool.

1. Select a new social media platform to join – click to join one of these sites:



# Congratulations!

You have completed Module 4 of  
Advanced Digital Changemaking.