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23th April - 14:30-16:30
ONLINE WEBINAR
Empower to Communicate
*Discover Your Strengths,
Build Your Strategy*





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Facilitator:

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Project Manager, Communication
Expert, Life Coach





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Part 1: Coaching and Strengths Discovery (45 minutes)



- Introduction and Icebreaker
- Discovering Your Strengths:
- Interactive Exercise /Group Activity
- Debriefing: From Personal Strengths to Transferable Skills in the Nonprofit Sector





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Part 2: Project Work Development (70 minutes)



- Project Work Objectives
- The 9 Pillars of Communication Strategy
- Q&A and Final Recommendations





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Icebreaker

To start, I ask you to write a **word** in the chat that describes **how you are feeling right now**.

Don't overthink it, just write whatever comes to mind!





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Feelings...





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Group activity



I ask you to close your eyes for a second and think about the last time you resolved an **emergency at home**, or managed your day by juggling impossible schedules.





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3 VOLUNTEERS

Please share a daily challenge you overcame





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The others will have to tell you what
'**superpowers**' you used to do it.

It could be: patience, creativity, or time
management, etc





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SUPERPOWERS...





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DEBRIEFING

HOW to transform these personal strengths
into transferable skills that you can use in the
Nonprofit Sector?





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Rethinking the "CV Gap"

- **The Myth:** Time spent caring for children or family members is an empty "gap" in your professional resume.
- **The Reality:** Family management is an intensive, daily training ground for high-level soft skills.
- **The Result:** You already possess the organisational and emotional skills that NGOs and social enterprises desperately need!





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Superpower 1 - Organisation & Time Management



- **The Family Challenge:** Juggling impossible schedules, managing school runs, and balancing the family budget.
- **The Transferable Soft Skill:** Time Management, Logistics, and Project Management.
- **The Third Sector Application:** Managing NGO resources (often limited), meeting project deadlines, and coordinating events and budgets (Linked to Module 3: Project Management and Fundraising).





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Superpower 2 - Empathy & Conflict Resolution



- **The Family Challenge:** Handling a toddler's meltdown or managing the emotional load of the household.
- **The Transferable Soft Skill:** Active Listening, Empathy, and Emotional Intelligence.
- **The Third Sector Application:** Working in inclusive environments, mediating team dynamics, and understanding the needs of vulnerable beneficiaries (Linked to Module 5: Human Resource Management and Organisational Well-being)





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Superpower 3 - Adaptability & Resilience



- **The Family Challenge:** Facing sudden fevers, domestic emergencies, and reorganising plans at the last minute.
- **The Transferable Soft Skill:** Problem Solving, Adaptability, and Stress Resistance.
- **The Third Sector Application:** Navigating the fast-changing scenarios of social or cultural enterprises and finding rapid, creative solutions during crises (Linked to Module 6: Adaptability and Organisational Resilience).





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The Perfect Match: You and the Third Sector



- **Why NGOs?** The Third Sector is structurally built to be an inclusive, flexible, and open-minded work environment.
- **What do they seek?** A deep understanding of human dynamics, strong relational skills, and genuine social commitment.
- **Your Next Step:** now you can highlight your caregiving background in your CV, cover letters, and future job interviews!





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PAUSE - 5 MINUTES





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Part 2: Project Work Development (70 minutes)



- Project Work Objectives
- The 9 Pillars of Communication Strategy
- Q&A and Final Recommendations





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Project Work Objectives



What is it?

A practical assignment to develop a real communication strategy for a host Third Sector organisation or social enterprise.





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Project Work Objectives



The Final Output:

All individual assignments will be collected into a single PDF document in English, representing an official European-level project result





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Project Work Objectives

A Twofold Goal:

- **For You:** Put your digital and communication skills into practice, creating a concrete professional portfolio to enhance your employability.
- **For the NGO:** Provide tangible support to improve their online visibility, engage their audience, and communicate social impact.





The 9 Pillars of Communication Strategy (Overview)

1. Organizational Profile
 2. Needs Assessment
 3. Communication Objectives
 4. Target Audiences
 5. Key Messages
 6. Communication Channels & Tools
 7. Communication Strategy & Action Plan
 8. Expected Results and KPIs
 9. Sustainability and Replicability
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Pillar 1 - Organizational Profile

Define the NGO's identity. Specify the official name, country, size, field of activity (e.g., youth inclusion, environment), and their current level of digitalisation.

Pillar 2 - Needs Assessment

Identify the real communication gaps (e.g., weak online presence) and organisational challenges. Which digital competences are currently missing within their team?



Pillar 3 - Communication Objectives

Formulate one "Overall Goal" (e.g., strengthening digital presence to attract volunteers) and 3-4 clear, measurable "Specific Objectives"

Pillar 4 - Target Audiences

Map your audience in detail.

- Primary Targets: Main recipients (e.g., NEET youth, vulnerable women).
 - Secondary Targets: Educators, volunteers, partner NGOs.
 - Tertiary Targets: Institutional stakeholders, donors, EU networks.
-



Pillar 5 - Key Messages

Develop 2 or 3 impactful statements that capture the essence, values, and mission of the organisation. This is where your empathy becomes a strategic tool!



Pillar 6 - Communication Channels & Tools

Choose your Primary and Secondary channels (e.g., Instagram, newsletters). List practical tools like Canva for visual design, or Trello for editorial planning



Pillar 7 - Communication Strategy & Action Plan

Structure your activities over time:

- Short-Term (0-3 months): Editorial calendar, visual identity.
 - Medium-Term (3-6 months): Emotional storytelling, testimonials, campaigns.
 - Long-Term (6-12 months): Building community, fundraising, partnerships.
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Pillar 8 - Expected Results and KPIs

How will you measure success? Establish concrete targets, such as a 30–40% increase in social media engagement, more event interactions, or growth in registrations over the short, medium, and long term



Pillar 9 - Sustainability and Replicability

Explain how the NGO can continue using this strategy using low-cost or open-source tools. How can your model be adapted by other European NGOs in similar fields?





Slide 8: Q&A and Final Recommendations

- **Let Your Creativity Flow:** Remember that tools like Canva, WordPress, and Google Workspace are not just boring software, but blank canvases for your ideas!
 - **Trust Your Superpowers:** You already possess the empathy, resilience, and organisational skills the Third Sector desperately needs.
 - **Don't Be Afraid of Mistakes:** Learning digital tools is a continuous, step-by-step process. We are here to support you every step of the way!
 - **Questions?** Let's open the floor!
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THANK YOU!

