



ADVOCACY

The New Benchmark for Excellence

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HOW DO YOU RATE?

- ◆ Reliability
 - ◆ Awareness
 - ◆ Transformation
 - ◆ Engagement
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THE GOOD IN ADVOCACY

- ◆ Believing you belong
- ◆ Anticipating Uncertainty
- ◆ A Circle of Trust
- ◆ The Legacy You Leave
- ◆ Being Counted. Vs. Counted On

THE BENCHMARK IN BELIEF

- ◆ The **METHOD**
- ◆ The **MEDIUM**
- ◆ The **MOOD**
- ◆ The **MESSAGE**



Leaders who are always liked are likely
not always leaders. Sometimes,
unpopular decisions change history for
the better.