

Introductory letter

Reframing the Message Dialogue Tool

This dialogue tool has been produced at the request of a number of CISU member organisations who wish to have a guided conversation with their partner organisation on communication for instance during partners visits. The tool is meant for dialogue and not for teaching. With this tool you enter into a conversation where both parties are to benefit, listen and learn.

The tool is building on experience from the Reframing the Message project and relates closely to the produced training material. The tool can be used as a first step in uncovering whether there is a need to work more closely with communication in the partnership or to gain more knowledge on the views of partner organisations. The tool cannot replace skills based communication training, but should be seen as an introductory tool.

The tool requires that one person takes the role of facilitator and prepares the workshop for the rest of the group. This person should read the training material and be prepared to guide the group. You can go through the whole tool with your partner organisation or you can use the tool as a source of inspiration and select specific dialogues, discussions or subjects that are especially relevant to you.

Slides:

1. Title
2. Introduction
3. Introduction
4. Values
5. Dialogue 1 – Communicating values
6. Images
7. Dialogue 2 – Choosing images
8. Messages
9. Messages
10. Dialogue 3 – Choosing messages
11. Summing Up
12. Dialogue 4 – Together in communication
13. What to do now?
14. Learn more

Purpose of tool

To facilitate an initial conversation between Danish and partner organisations on how to nuance our communication and ensure that it reflects our organizational values.

How to use it?

The tool is in the form of a PowerPoint show and can be used to guide the conversation. It consists of four dialogues on values, images, messages and cooperation. Each dialogue will be introduced by one or two thematic slides. Comments and further questions are written in 'the notes'. If you don't have access to a projector you can print out the slides/images in A4 and use them as dialogue cards instead.

The tool will take between 1-2 hours to go through.

The tool can also be used as a source of inspiration for a workshop planned according to your own fields of interest. You don't need to go through the whole thing if you are primarily interested in images or you just want a more overall discussion on the values you hold high. You can easily pick some dialogues and leave out others. Use the tool as it suits you best.

Preparing for dialogue:

In preparation the facilitator has to read the notes below the slides carefully and if needed read the suggested parts of the Reframing the Message training material. Preferably, the facilitator has read the whole training material from Reframing the Message. You can find this in both English and Danish at www.cisu.dk/reframing

It is also the responsibility of the facilitator to adjust the notes to the context and reality of the situation and the concrete partnership. The facilitator presents the relevant content of the notes to the group and gives instructions on how to hold the four dialogues.

Both participating organisations need to choose an image and a small piece of text each (in a shared language) before entering the workshop. These could be (translated) texts and images from the websites, facebook, membership magazines etc. You will use these as points of departure in the discussions you will have in 'Dialogue 2' and 'Dialogue 3'.

Enjoy.