

Advocacy Toolbox

Shape Your Message

Julie Scordato, Team Leader II

Center for Discovery

Columbus Metropolitan Library

What is Advocacy?

A professional, informed voice

- Articulate
- Thoughtful
- Aware
- Curious
- Patient
- Invested in personal development

What do you want?

Vision

- Any specific thing that you want for the customer is always tied into something larger.
- Dig deep to find what you ultimately want to see happen and why.

What's going on here?

Strategy

Know what drives your organization.

- Strategic plan, vision, purpose, values, and ascertain the authentic why behind it.
- Your vision for your customer must align, and align genuinely.

Who will be your
teacher?

Substance is their Style

- What makes people listen to them?
- How do they ask questions?
- How do they respond to challenges?
- Are they able to articulate their knowledge to you?*

* Not everyone has this skill

A good mentor will...

- Find themes between the work – even when the context is different.
- Make the connection between similar struggles, past and present.
- Understand the difference between a task and an approach.
- Provide structures, not solutions.

Be a mentor in return

- Find satisfaction in sharing what you have learned.
- Develop yourself in a different direction.
- Benefit from the wisdom you gain from colleagues sharing their experiences.
- Practice reflecting and articulating what you have learned.

Questions?

Julie Scordato

jscordato@columbuslibrary.org