

Build the **foundation** your program grows on.

The strategy and playbooks that make every advocacy motion repeatable and ready to scale.

The shift

Advocacy usually starts as a set of habits that work because one person makes them work. Turn those habits into the foundation the rest of the program stands on.

WITHOUT THE FOUNDATION	WITH STRATEGY & PLAYBOOKS
The method lives in someone's head	The method is documented and owned
Each motion runs differently every time	Each motion runs the same way every time
Growth is capped at one person's capacity	Scalable across people and teams
Advocacy is measured in activity	Advocacy is tied to business outcomes

How the engagement works

- 1 **Define** goals and use cases, set within your marketing and business objectives.
- 2 **Select** the motions that fit your program's stage: reviews, references, and beyond.
- 3 **Propose** the strategy and how it runs in practice, for your review and approval.
- 4 **Document** a playbook per motion, so each one is repeatable.
- 5 **Hand over** the launch plan, milestones, and ownership map.

What you walk away with

- An advocacy strategy
- A playbook for each motion
- A launch plan with milestones and an ownership map