

I specialise in finding, coaching, and supporting the activists we need.

Supporting Activists

I work with people trying to change the world:

- Supporting them to win small battles for ideas whose time has come: from prison reform to sexual rights to replacing consumerism.
- Giving workshops and coaching for people in 15 countries: from Ebola volunteers in Sierra Leone, to delegates going on TV at the United Nations, to anti-racism activists in Lebanon.
- Setting up and managing multiple teams: up to six staff in one office and up to twelve remotely.
- Ensuring the method matches the message: the people who live the issue must lead the strategy, create the content and be the spokespeople.

Specialist in Communications

I help activists with big constraints who still need communications with a big impact:

- Helping them ask themselves the fundamental questions: why will this make change, who do we need, what will persuade them, and where can we reach them?
- Advising on whether to use the latest techniques (framing, storytelling, co-creation, etc) and how.
- Spotting the bigger story, based on my background in public relations and having delivered 100+ media stories in four continents.
- Doing the everyday practical tasks together: from improvising digital solutions on no budget to using my graphic design training.

Towards Global Learning Goals (2018)

Designed an advocacy strategy, creating podcasts, long-form content, graphics and presentations for it. Over 18 months we influenced the education priorities of the EU and three governments, among others.

Dance4Life (2017-2018)

Trained a group of activists from Honduras to Nepal in how to use storytelling in their advocacy. We then co-created a guide where their voices narrated how they used the techniques for real.

IPPF Europe (2018)

Facilitated policy staff from multiple NGOs to use Lego, improv, and cartoons to find more persuasive ways to talk about sexual rights in emergencies. Created a 'message pack' with templates to test them.

Restless Development (2013-17)

Led and grew a global communications team. Created the 'Peak Youth' narrative which led the organisation's new strategy and was adopted by the UK development department.

Champollion Digital (2011-13)

I was deputy to the MD for a startup which grew from 2 to 8 staff and £0.5m in two years. A pension campaign I led changed policy and won the European Digital Public Affairs award.

Champollion (2009-12)

Delivered stories which changed government policy, from front-page exposés to primetime TV news. I organised press events for Girl Guides and for the Chechen prime minister in exile.