



Sho Konno

Communications coach for activists

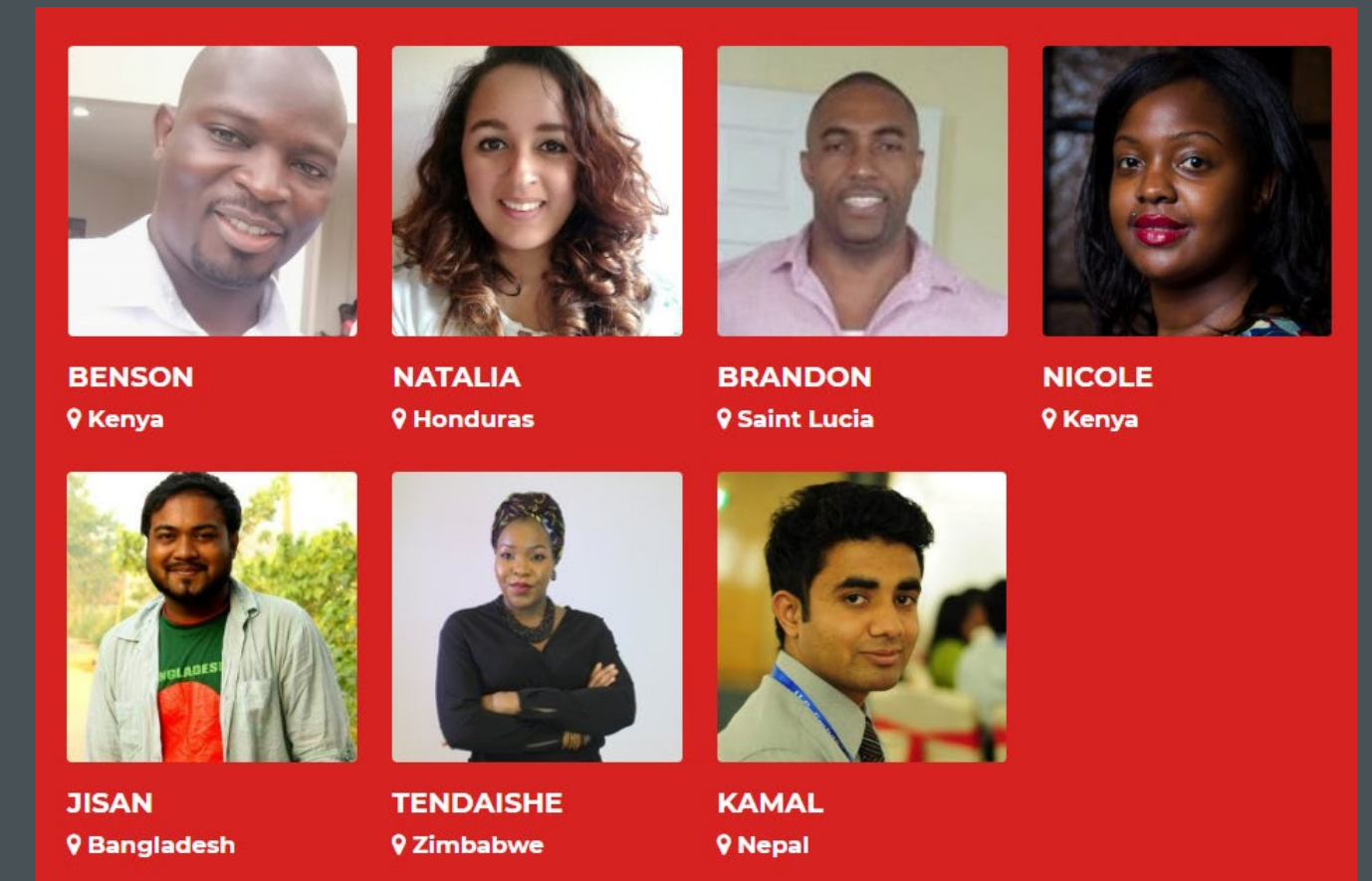


# The Voices We Need

I scout for the kind of activists our movement needs to hear more from, coach them in using their voice, and find them opportunities to speak.



I supported 19 young women from across southern Africa to tell their story as they created a regional strategy for women's power with Oxfam. I provided communications coaching for four months remotely, and in person and at workshops in Malawi & South Africa.



I trained seven sexual rights activists from Honduras to Nepal in storytelling for advocacy. They used this in their local campaigns for gay marriage and reproductive rights and then we co-created a toolkit where their voices narrated how these techniques worked - or didn't.

Sumaiya Choudhury and the biggest room she had ever spoken in front of.  
From my blog: [“Tell Youth to Power”](#)



# The Ideas We Need

I work with ideas which have been dismissed but whose time has come, helping to find the message and messengers that bring that time closer.



I led advocacy for a campaign to reorientate education towards learning kindness, curiosity and bravery. I created content (including a podcast interviewing prime ministers, scientists and 11 year olds) and organised lobbying which influenced policy at the UN, EU, and in Silicon Valley.

Malaysian farmers defying corporate seed controls. Along with 50 other groups from around the world I helped them articulate it as the concept of '[Sharing Community](#)' to resist consumerism together.



I have delivered 100+ mainstream media stories across four continents: from front-page exposés on dirty trade deals, to the housing crisis on primetime TV, and opinion articles by local spokespeople in Nepal, Tanzania, UK, USA, and Uganda - published simultaneously for a global launch.



# The Experiments We Need

I like to experiment with combining different communication methods. I am a master of none - but I share so my learning is useful for others.



In my graphic design diploma I experimented with visual techniques to make political points. I hand-made 1960s protest signs updated for today's issues: lino-cut printing about police brutality, dioramas for migrant rights, etc. I combined photography, illustration, layout and motion design to find the best way I can help activists to communicate visually without needing to become professional designers themselves.



I summarised the latest research on framing and messaging into a "Bluffer's Guide to Framing". It covered everything from migration to reproductive rights to climate change, interrogating what the takeaway insights and practical recommendations were which busy activists could actually implement in their day-to-day work.



# Clients



# Roles



I was on the leadership team of the UK office. I started, then led, a communications team of five, overseeing ten more globally. I conceived and launched the 'Peak Youth' narrative which led the organisation's new strategy and was adopted by the UK government's first youth plan for international development. I delivered the NGO's first media stories and handled crisis communications, from fatalities to government crackdowns.

I was deputy to the MD and responsible for staff development for a startup which grew from two to eight staff and £0.5m in two years. An integrated media, digital and lobbying campaign I led changed pension policy and won the European Digital Public Affairs award.

I came up with public relations strategies and delivered media stories or lobbying events which changed government policy for clients. I worked on causes from prison reform to pedestrianisation, with clients from the Girl Guides to the Chechen prime-minister-in-exile.





**Need some help but not sure  
it's really 'experimental  
communications coaching  
for activists'?  
Don't worry, I'm not \*that\*  
niche. Let's have a quick call.**

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