

# 12 ADVOCACY ACTIONS FOR SUCCESS

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## 8. SPEAK THEIR LANGUAGE, NOT JUST YOURS

How can you specifically tailor your message to your audience (e.g., jargon, key stories, listening more, repeating their phrases, paraphrasing their objectives)?

What are the specific goals/ priorities/ strategies of the organization(s) you are a part of, or of the stakeholders you are trying to advocate to?

How can you tie your agenda to their specific goals/ priorities/ strategies?  
What wording could you use to ensure you are aligned?