Political Advocacy and Lobbying for Workers Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Political advocacy and lobbying for workers is a strategic, high-impact discipline focused on advancing labor rights, fair wages, occupational safety, social justice, and inclusive labor policies through structured engagement with policymakers, institutions, and stakeholders. In today's rapidly evolving global economy shaped by gig work, digital transformation, automation, and labor market disruptions, workers require stronger representation in decision-making spaces. Political Advocacy and Lobbying for Workers Training Course equips participants with practical tools to influence policy, build coalitions, and drive systemic change through ethical and effective lobbying strategies, trade union engagement, and public policy advocacy frameworks.

The course blends theory with real-world application, empowering learners to navigate political systems, draft persuasive policy briefs, and engage in strategic negotiations with governments, employers, and civil society actors. With rising global attention on decent work, living wage campaigns, ESG labor standards, and collective bargaining rights, this program prepares participants to become influential advocates for worker empowerment. It integrates modern advocacy techniques such as digital campaigning, data-driven lobbying, media advocacy, and grassroots mobilization to ensure impactful engagement in both formal and informal labor sectors.

Programme Curriculum

Political Advocacy and Lobbying for Workers Training Course

Introduction

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Course Duration

10 Days

Course Objectives

1. Understand labor rights frameworks and international labor standards (ILO)
2. Develop effective political advocacy strategies for workers
3. Master lobbying techniques for policy influence
4. Strengthen collective bargaining and union negotiation skills
5. Build capacity in policy analysis and legislative review
6. Apply stakeholder mapping and power analysis tools
7. Design impactful workers' rights campaigns and movements
8. Enhance strategic communication and media advocacy
9. Utilize digital advocacy and social media mobilization
10. Develop coalition building and alliance management skills
11. Strengthen grassroots organizing and community engagement
12. Improve ethical advocacy and governance transparency
13. Execute evidence-based policy lobbying and research-driven advocacy

Target Audience

1. Trade union leaders and labor organizers
2. NGO and civil society advocacy officers
3. Government labor and policy officers
4. Human resource and industrial relations professionals
5. Community development and social justice activists
6. Law and political science students/researchers
7. International development practitioners
8. Workplace safety and labor compliance officers

Course Modules

Module 1: Foundations of Political Advocacy

- Concepts of advocacy and lobbying
- Worker representation systems
- Policy influence pathways
- Ethics in advocacy

- Stakeholder roles
- **Case Study:** Successful minimum wage campaign in Latin America

Module 2: Global Labor Rights Frameworks

- ILO conventions
- Human rights and labor law
- National labor legislation comparison
- Enforcement mechanisms
- Compliance systems
- **Case Study:** Garment industry labor reforms in Bangladesh

Module 3: Policy Analysis for Workers' Rights

- Reading policy documents
- Identifying policy gaps
- Labor impact assessment
- Evidence gathering
- Policy briefing structures
- **Case Study:** EU gig worker regulation proposal

Module 4: Lobbying Strategies and Techniques

- Direct vs indirect lobbying
- Legislative engagement
- Government relations
- Influence mapping
- Advocacy timing
- **Case Study:** US PRO Act lobbying efforts

Module 5: Trade Union Strengthening

- Union governance structures
- Membership mobilization
- Collective bargaining tactics
- Strike coordination
- Leadership development
- **Case Study:** South African miners' union negotiations

Module 6: Strategic Communication

- Messaging frameworks
- Narrative building
- Framing labor issues
- Media engagement
- Public speaking
- **Case Study:** Living wage media campaign in UK retail sector

Module 7: Digital Advocacy & Online Mobilization

- Social media campaigns
- Hashtag activism

- Online petitions
- Digital storytelling
- Analytics tracking
- **Case Study:** #FightFor15 minimum wage movement

Module 8: Grassroots Organizing

- Community engagement models
- Worker mobilization strategies
- Door-to-door advocacy
- Local leadership building
- Participation frameworks
- **Case Study:** Domestic workers' rights movement in Latin America

Module 9: Stakeholder Mapping & Power Analysis

- Identifying key actors
- Influence vs interest matrix
- Power structures in labor systems
- Coalition opportunities
- Risk analysis
- **Case Study:** Port workers' strike negotiation mapping

Module 10: Coalition Building

- Multi-stakeholder partnerships
- NGO–union collaboration
- Private sector engagement
- International alliances
- Conflict management
- **Case Study:** Global labor coalition for supply chain ethics

Module 11: Negotiation & Conflict Resolution

- Negotiation frameworks
- Interest-based bargaining
- Mediation strategies
- Dispute resolution
- Crisis management
- **Case Study:** Airline workers' wage negotiation settlement

Module 12: Ethical Advocacy & Governance

- Transparency standards
- Anti-corruption safeguards
- Accountability systems
- Ethical lobbying practices
- Compliance monitoring
- **Case Study:** Public sector labor reform transparency initiative

Module 13: Data-Driven Advocacy

- Labor statistics interpretation
- Evidence-based policy design
- Impact measurement
- Research tools
- Data visualization
- **Case Study:** Global wage inequality report influencing policy

Module 14: Media Relations & Public Influence

- Press engagement strategies
- Crisis communication
- Opinion leadership
- Media pitching
- Interview preparation
- **Case Study:** Workers' rights coverage in global media campaigns

Module 15: Campaign Design & Implementation

- Campaign planning cycles
- Goal setting and KPIs
- Resource mobilization
- Execution frameworks
- Evaluation and feedback
- **Case Study:** National labor law reform campaign success story

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com