

**Workshop Title: Communication for better outcomes in education NGOs**

**Convener's name, organisation and e-mail:** Camille Sénégas (Rise Uganda)

**Main issues, questions discussed:**

- Why do we communicate? How can we make a message more meaningful for our audience?
  - o E.g. How to engage your audience, create a community, a sense of belonging
- How to have good communication with partner organisations
  - o The pitfalls of cross-cultural communication, across languages, time zones and realities
- The challenges of communicating with limited resources and avoiding an information overload.
- Some solutions:
  - o Make sure you know your audience
  - o Convey the information using multiple methods:
    - Visual,
    - Verbal
    - Practice
    - Etc.

**Conclusions:**

Everybody communicates. But it takes two to tango: both sides have to be ready to send and receive information. Ultimately, however, the responsibility of making sure the message is received and interpreted correctly lies in the hands of the communicator.

**Do you have any concrete recommendations? (to yourself, to participants, to RECI, to other actors?)**

To address communication issues, you could do the following:

1. List the problems
  - a. How urgent/important are they?
  - b. What are the risks associated with these problems?
2. Know your audience & yourself
  - a. Who are you talking to? What is their cultural background? What language do they speak?

- b. How to they perceive you?
  - c. How to do you perceive yourself?
  - d. [Blog on the importance of identity](#) In humanitarian negotiations
- 3. Know your objectives
  - a. Why are you trying to solve?
  - b. What message to do you want to convey?
- 4. Channel
  - a. Social media
  - b. Email
  - c. Zoom
  - d. Passive-aggressive post-it notes on the fridge (not recommended)
- 5. Execution/Logistics
- 6. Feedback