

Project Title:
mediate insight training

Project Description:

mediate insight facilitates unique (and necessary) insight into hard to reach policy areas - eg counter extremism and geographical areas - eg Pakistan, Afghanistan.

Learning Point:

Participants learn that insight is vital part of taking a strategic approach to communicating.

Organisation:

Mediate

Case study

Approaches:

Listening
Facilitation
Cultural Diplomacy
Advocacy

Themes:

Social Justice and Diversity
Security

Scenario:

Initially brought about by an identified need for people working in Afghanistan to understand the world around them better. Members of the international community often have limited knowledge of the country, its traditions, culture or recent history – and yet are charged with engaging, communicating and influencing the Afghan public. A one day insight experience is designed to give attendees some basic insight that they will not get from official spoken or paper briefings or without a substantial amount of research and is ideal for any member of the international community but essential for those in diplomacy, outreach, media and public information.

The experience is being replicated for those working in Pakistan and those working in counter extremism.

Program Activity:

A one day experience in a uniquely Afghan environment, meeting ordinary Afghans, Afghan journalists and diplomats, understanding Afghan humour, poetry, film, politics and literature. Sessions will be introduced by speakers including those from

the main ethnic and linguistic groups. The speakers will introduce their communities – including such issues as language, religion, custom, location – and answer questions. Afghan food will be served for lunch (Awsh, ashaq, kabuli pilau), which will be served in the traditional manner i.e. seated on the floor. Participants will enjoy Afghan musician whilst they eat and be provided with entertaining (and informative) literature.

A live web link will provide part of the day where participants can speak to Afghan people and ask frank questions about Afghan lifestyles and Afghan views.

This experience is also offered bespoke to individual organisations.

Analysis:

It is difficult to communicate with anyone without having insight into who you are talking to and what their perception of you might be. Many governments, NGOs, ethical businesses and international organisations are attempting to produce life saving public information, evoke behavioural change, influence diplomatic channels, and even market products and services with little depth of understanding of their audience.

Sources and Links:

The insight experience is facilitated by social enterprise “immediate.org” – a link to the site is here <http://immediate.org.uk/training.html>

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