**STEP 2: EXPLORE COMMUNICATION APPROACHES**

Start to think about which communication approach will be most effective for making your case to your targets. Below, you can see a slightly more colourful version of the spectrum-of-allies activity that you completed in Module 4.

This diagram illustrates how we can use your spectrum-of-allies to build an advocacy communication strategy. In Module 4, you began this process by identifying which of your targets sit in the different wedges; the next step is to think about how you can use your advocacy to shift those in each wedge at least one space to the left (e.g. moving passive opponents to the neutral wedge, or moving passive allies to the active allies wedge).

As the diagram illustrates, each wedge has a tailored communication approach that you can use to frame your messages, and these approaches will help shift your targets towards being allies. Explore the diagram to find out more.