

Driving Long-Term Engagement: PAC and Grassroots Education Programs that Really Work

November 17, 2015

800.296-2747 / sales@aristotle.com / Aristotle.com / © 2011 Aristotle, Inc. All Rights Reserved.

A R I S T O T L E

Designing Your Training Curriculum

Selecting a Medium (High-Touch vs. Low-Touch)

Keeping People Engaged

A R I S T O T L E

Content Should Support Your Goals

What Are Your Policy Goals? What do you need out of your advocacy program to achieve these goals?

Content should support these objectives

Match the medium with the message

High Touch for In-Person Tasks Low-Touch for refreshers and remote tasks

AR

S T

Now You Know™

A R I S T O T L E Now You KnowTM

Media to consider

High Touch

In Person Trainings Webinars Videos

Email Blogs Social Media Manuals

Low Touch

Training Media

ARISTOTLE

Now You Know™

High-Touch Formats

			$\begin{array}{c} & & & & & & \\ \hline \ & & \\ \hline \ & & \\ \ & & \\ \hline \ & \\ \hline \ & & \\ \hline \ & \\ \hline \ & \end{array}$
Traditional Seminars Works well for large groups	Workshops Interactive content	Ted-Style Talk Short, direct, works well on video	Bite-sized content Practical how-tos, Khan Academy

A R I S T O T L E



Reinforce Content with Practical Application



A R I S T O T L E





ARISTOTLE

Now You Know™

	B	e Yourself	
		Washington - Message (HTML)	? 🖻 🗕 🗆 🤅
	cooth		
	÷		
Fri 10/30/2015	12:50 PM		
Rob Falb <	ob.Falb@tevapharm.com>		
Week in Was	lington		
To Rob Falb			
Retention Policy Aristotle-Defaul	(1 year, 6 months)	Expires 4/29/2017	
1 You forwarded this messa	ge on 11/16/2015 7:32 PM.		
surveillance blimp brok Pennsylvania. While th	e loose from its moorings in Maryland a is led the network news shows and was	As reported by national and international ne and drifted for several hours before plumme s the talk of social media, it hardly registered dering aimlessly before crashing and burning	ting to the earth in I inside your nation's Capital –

Week in Washington is written by the Teva Government and Public Affairs team for internal Teva use only. It is meant to provide a brief recap of major inside-the-beltway events of the week that could have an impact on Teva and the industry. You are encouraged to forward

A R I S T O T L E

Make feedback easy







A R I S T O T L E

Say thank you!

