

<b>MOBILISING OTHERS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>INSPIRE AND GET INSPIRED</b>	I show enthusiasm for challenges.	I am actively involved in creating value for others.	I do not get discouraged by difficulties.	I can lead by example.	I can get endorsement from others to support my value-creating activity.	I can inspire others, despite challenging circumstances.	I can maintain momentum with my team, partners and stakeholders when involved in a challenging situation.	I can form coalitions to turn into action.
<b>PERSUADE</b>	Not applicable	I can persuade others by providing a number of arguments.	I can persuade others by providing evidence for my arguments.	I can persuade others by appealing to their emotions.	I can pitch effectively in front of potential investors or donors.	I can overcome resistance from those who will be affected by my (or my team's) vision, innovative approach and value-creating activity.	I can create a call to action that gets internal stakeholders on board, such as co-workers, partners, employees or senior managers.	I can negotiate support for ideas for creating value.
<b>COMMUNICATE EFFECTIVELY</b>	I can communicate my ideas clearly to others.	I can communicate my team's ideas to others persuasively by using different methods (for example, posters, videos, role-play).	I can communicate imaginative design solutions.	I can communicate the value of my (or my team's) idea to stakeholders from different backgrounds effectively.	I can communicate the vision for my (or my team's) venture in a way that inspires and persuades external groups, such as funders, partner organisations, volunteers, new members and affiliate supporters.	I can produce narratives and scenarios that motivate, inspire and direct people.	I can take part in constructive discussions with the community that my idea is targeted at.	I can get all relevant stakeholders to take responsibility to act on an opportunity for value creation.
<b>USE MEDIA EFFECTIVELY</b>	I can provide examples of inspiring communication campaigns.	I can discuss how different media can be used to reach audiences in different ways.	I can use various methods, including social media, to communicate value-creating ideas effectively.	I can use media appropriately, showing that I am aware of my audience and purpose.	I can influence opinions in relation to my value-creating activity, through a planned approach to social media.	I can design effective social-media campaigns to mobilise people in relation to my (or my team's) value-creating activity.	I can define a communication strategy to mobilise people in relation to my (or my team's) value-creating activity.	I can sustain and increase the support for my vision.