

PROGRAMME 2021

3 different levels

ONLINE COURSES



Open Courses
for social pioneers,
activists, civil society
leaders, development
enthusiasts, innovators

Opportunities

Discount & Scholarship



**Open Trainings
Available!**

An initiative of



For a world without hunger

Register on:
civilsocietyacademy.org

In our **foundation courses** you will learn about the **fundamental concepts** of the particular course content as well as acquire the **essential skills to apply** the learnings.

We have designed these courses **for participants** who **need a refresher** on concepts, or those who are **learning about the topic for the first time**. They are designed for **everyone working in civil society organizations**.



On the course "Leadership & Team Management" you will learn:

- The fundamentals of leadership and team management
- The different concepts of team and self-leadership
- The various stages of Group Development and the role of the leader in each stage
- The different management styles
- About the importance of understanding the strengths and areas of development of team members

[13-16 Apr] [15-18 Jun] [3-6 Aug]
[21-24 Sep] [23-26 Nov] [14-17 Dec]

 **Leadership & Team Management:**
Develop yourself and a high-performing team

with Sohini Paul

in English

Sohini Paul

one of our key facilitators and leadership coach



- Sohini is passionate about civil society strengthening and holds space for those who are ready to learn - this is reflected in her facilitation style.
- She is an outstanding facilitator and coach with expertise in leadership and management, human rights and advocacy.
- She has more than two decades of experience in the development sector, during which time she has contributed and supported the work of numerous social change organizations, working on issues of local self-governance, the right to information and land rights.
- She has worked on capacity building of civil society organizations from grassroots community groups to large networks in many countries around the world.

[18 - 21 May]

 **Social Accountability:**
Engage citizens for good governance

with Sohini Paul

in English

On the course "Social Accountability" you will learn:

- Social Accountability: concept, principles and rationale
Concept of Good Governance and its relevance with Social Accountability
- Social Accountability Tools such as the right to information, community scorecard, social audit, public hearing, facility audit, citizen charter, participatory budgeting, and expenditure tracking amongst others
- The characteristics of an enabling environment for citizen engagement
- Ways to use social accountability tools for advocacy to make the case for change assess government schemes and programs



In order to make your acquaintance with the open courses provided by CSA in 2021, we have made the **Programme 2021 interactive**.

By clicking the name of the course - you will be redirected to **its full description**, published **on our website**. There you can also **register for the course**.



Every course of **Foundation level** consists of **1 module**, which includes **8 sessions**, spread over **4 consecutive days**.

Each **session** lasts **1 hour 30 minutes** with **30 minutes break** between sessions

On the course "Human Rights-Based approach" you will learn:

[13 Jul - 16 Jul]

- How to implement the theories and practice of HRBA
- About the international regulatory framework via an HRBA
- To reflect on your own country's human rights context
- Concepts of Advocacy and Social Accountability including a few tools
- To integrate the elements of HRBA including the principles of equity empowerment, participation and accountability into the programs and projects of your organization

 **Human Rights-Based Approach:**
Strengthen Peoples Power

with **Sohini Paul**

in English

On the course "Advocacy" you will learn:

[04 May - 07 May] [09 Nov - 12 Nov]

- The concept of advocacy
- Analysis of the external environment and policy processes in order to identify appropriate "levers of influence"
- To design your advocacy campaign through our innovative "canvas methodology"
- Key components of developing an advocacy strategy
- The latest tools, technologies, and best practices to use in your communities

 **Advocacy:**
Empower people to influence policymakers

with **Sohini Paul**

in English



Trang Nguyen

Facilitator & Coach,
Marketing lead CSA



- degree in Social Sciences
- professionally trained in coaching young ambitious change-makers
- has worked in different governmental as well as non-governmental organisations in Germany, Vietnam, and India
- joined CSA in 2015, where she overlooks the marketing communication and facilitates workshops as well as processes related to Social Innovation and Entrepreneurship, and Fundraising
- a creative and forward-thinking optimist
- loves to learn, share, and connect with like-minded people

On the course "Marketing communication" you will learn:

[24-27 Aug]

- Fundamentals of marketing communication in the nonprofit world
- Interactive communication and marketing communication mix and funnel
- Empathize with your target audience and identify key channels for effective engagement
- Focus on storytelling, sharing values and impact beyond numbers and metrics
- Create powerful messages and design attractive posters, flyers, and newsletters (online tool)
- Develop a communication strategy and plan for action with SMART goals

 **Marketing Communication:**
**Share impact and values in
the non-profit world**

with **Trang Nguyen**

in English

On the course "Online Facilitation" will learn:

[05 - 08 Apr] [13 - 16 Jul] [4-7 Oct]

- About facilitation concept, structure and principles
- Strengthen your capacities to develop, facilitate and manage virtual training workshops
- Discuss the theory and practice of online facilitation based on adult learning principles
- Learn about self assessment and improvement
- Discover interesting and useful online facilitation tools and methods

 **Online Facilitation:**
Build up your digital skills

with **Rishi Meena**

in English

Our **advanced courses** will give you an **in-depth understanding of the course** content and its concepts. The course is meant **for experienced humanitarian professionals** and **NGO executives** who want to achieve the **next level of proficiency**. It will give you an opportunity to **expand your professional network** and **connect with a passionate and international peer group**.



All our **courses** are **reflective** and **practical**, and some of the courses have been split into **two or three modules**. For such courses we offer **mentoring and coaching** in-between the modules, along with **assignments**.

On the course "The Art of Human-Centered Facilitation" you will learn:

[18-21 May]

- What human-centered design and design thinking is
- How to apply design-thinking in your day-to-day work
- How to solve complex challenges in your (work)environment through a user-centric approach.
- Why a human-centered design is essential in today's fast-changing environment and the context of development work



The Art of Human-Centered Facilitation



Run design thinking workshops

with **Rishi Meena**

in English

Rishi Meena

an advanced facilitator and capacity building coordinator in the academy



- has been working in the development sector since 2011
- has a sound experience in building capacities of professionals and communities in the areas of facilitation, community leadership and institutions, skill building and nutrition at the grass- root
- Rishi has developed an e- learning system in his previous experiences in an NGO and holding rich experience of working on online tools and processes
- Rishi is skilled in arts like theatre, dance and uses visualisation as a strong tool to learn and make other learn.

[03 - 06 Aug]



Agile Leadership

Develop collaboration and self organisation

with **Rishi Meena**

in English



On the course "Agile leadership" you will learn:

- The basics of agile management practices and principles
- How to use Scrum and Kanban frameworks
- Seven habits of highly effective people
- How to increase the motivations in your team (online and offline)
- Tools to cultivate self-organization and team collaboration
- Tips and tricks for effective virtual and agile collaboration



The interconnectedness and vulnerability of global complex systems that have made the modern world and originations function in the last decades have been revealed by Covid-19. Those who handle complexity well are best able to react to the unforeseen because they have more room to navigate. In this context new courses are offered: new management approaches to increase future resilience and make respective organizational systems functional.

Subhankar Chatterjee



Subhankar is the lead for CSA in South Asia

- Subhankar holds a master's degree in Social Work with specialization in Personnel Management & Industrial relations
- He likes to approach social problems with scientific temperament and rigour
- He is the co-founder of CSA India Trust and is also the current governing board member
- Before joining CSA he had worked for 20 years in leadership positions at Welthungerhilfe Country Office India (Germany's largest private aid organization), Tata Trust (one of the largest corporate philanthropy in India), and PRADAN (a reputed national level NGO in India)
- Subhankar loves to travel, meet new people and exchange experiences. He plays table tennis and watches cricket



[07 - 10 Jun] [07 - 10 Dec]
Resilient Leadership
 Navigate through complexity
 with Dirk Reber &
 Subhankar Chatterjee
 in English

On the course "Resilient leadership" you will learn:

- The coherent relation between individual and organizational resilience
- Gain greater habits to increase your individual resilience
- Identification of the driver and tensions of your organizational resilience
- Understand the responsibility of managing complexity in agile organizations: using the Viable System Model
- Be prepared for the future: bring your insights into practice

On the course "Fundraising ReThink" you will learn:

1st course: Module 1 [13 - 16 Apr] Module 2 [04 - 07 May]
2nd course: Module 1 [04 - 07 Oct] Module 2 [06 - 09 Dec]

- Fundraising and trend analysis in your context
- To develop the perfect organizational pitch
- To define your key funding strategies and track your donor engagement
- To develop a great value proposition and increase your brand awareness
- How to establish a strong online presence
- About writing winning proposals
- How to create a lean fundraising canvas



Fundraising ReThink
 Develop your sustainable revenue model
 with Trang Nguyen & Subhankar Chatterjee
 in English



2 modules of interactive sessions



mentoring between the modules



1st course: (ENG): 1st module [16 - 19 Mar]
2nd module [27 - 30 Apr]
3rd module [06 - 09 Jul]

2nd course: (ENG): 1st module [01 - 04 Jun]
2nd module [27 - 30 Jul]
3 module [24 - 27 Aug]

3rd course: (FR): 1st module [14 - 17 Sep]
2nd module [26 - 29 Oct]
3rd module [23 - 26 Nov]



The Art of Leadership
Broaden your horizons

with **Sohini Paul**
& **Petra Speier-Werner**

in **English & French**



On the course "The Art of Leadership" you will learn:

- To reflect on your leadership skills and attitudes- your organizational leadership, team leadership and self leadership
- To identify and improve your leadership style
- About history, concepts and roles of civil society
- To address important leadership challenges i.e. improve your communication skills, enhance your team and organizational performance, or re-define key strategies and processes
- How to connect with people effectively
- Develop the ability to give constructive feedback and feed-forward and critically see the feedback of your team



3 modules of interactive sessions



practical assignments accompanied by
mentoring sessions in between the modules



Petra Speier-Werner

**A polyglott facilitator and mentor
full of love and radiance**



- Petra is convinced that the key to exceptional leadership is within you: knowing and living your true self. There is so much untouched energy and potential in all of us that needs to be awakened.
- She has worked in all sectors (Deloitte, NGO, federal ministries, public and private universities) in Europe, Africa, Asia and Latin America for over 20 years.
- As an organizational psychologist, economist, political scientist and holder of a PhD in change management, her trainings, lessons and coaching are nourished by her interdisciplinary approach as well.
- She loves to support you to grow and blossom to become the creator of your own life.

[27 - 30 Sep]



Power to Women in Leadership

Create the just future!

with **Sohini Paul**
& **Petra Speier-Werner**

in **English**



On the course "Power to Woman in Leadersip" you will learn:

- The fundamentals of leadership
- The differences between woman and man leadership
- The importance of self-leadership and self-care
- The different leadership and management styles
- Practical tricks and tips to change habits and actions after the trainings in order see and feel lasting changes

Our exceptional courses, meant **for senior executives and leaders**, will help you to rediscover **how to thrive as an empathetic and holistic leader**. It is an **exclusive and transformative journey that aims at creating lasting change**.

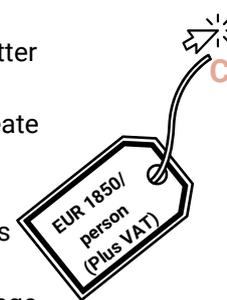


You will work with an **international peer group, facilitators and coaches** throughout the journey and experience a **truly transformative change** in how you approach **leadership**.

Module 1 [31/08 - 03/09] Module 2 [26 - 29 Oct] Module 2 [14 - 17 Dec]

You will :

- Come out of the course knowing yourself and your organization much better – it will be a transformational experience
- Learn about 100 exceptional leaders and even more ways, how you can create impact in the world. Many of them will probably be new to you
- Understand the changes that matter to you and your organization
- Build commitment and motivation for change, in yourself and among others
- Know about strategy tools and how to apply them
- Know about many tools that will help you to communicate better, manage better, get more resources, and monitor and maintain change
- Have found new like-minded peers, that reflect and open up together with you and will become friends.



Exceptional Leadership
Create impact and legacy
for a better world!

**with Dirk Reber
& Joachim Schwarz**
in English



3 modules

Each **module** will have **8 online sessions** spread over **4 days in a row**.

Each **day** includes **2 sessions (90 minutes each)**



2 one-to-one coaching sessions (60 minutes each) with one of our **professionally trained coaches**

Dirk Reber

A **facilitator, trainer, mentor, and coach** with **extensive experience in civil society**



- professional background in economics, sociology, and rural development
- committed to the civil society sector for more than 25 years
- with Welthungerhilfe since 2003: worked in consultancy and leadership positions throughout Asia: Afghanistan, Cambodia, India, Indonesia, Laos, and North Korea.
- likes to see people grow and find their true meaning of values
- outdoor trainer
- his center is his family and nature

Joachim Schwarz

One of our **top facilitators, leadership coach and major engine of the academy**



- Joachim is passionate about social justice and on a mission to support like-minded civil society actors and social entrepreneurs to become more powerful and innovative
- In 2014 he left his NGO career to build the Civil Society Academy
- After more than 20 years in Africa and Asia, he is now based in Berlin
- He is an outstanding facilitator and coach with expertise in social innovation, leadership, organisational change, and advocacy
- Joachim has a visual and creative mind and he loves conceptualising and developing new things – both in and outside the academy

You will :

**1 course: Module 1 [05 + 06 April] Module 2 [17 + 18 May]
2 course: Module 1 [06 + 07 Sep] Module 2 [11 + 12 Oct]**

- Gain greater self-awareness
- Align your work and career with your values and your life purpose
- Understand the role of coaching in agile and successful organizations
- Learn and explore how to become a leader & coach
- Learn coaching skills including GROW, “the coaching habit” of asking powerful questions, thinking positive, and the power of empathy
- Unlearn commanding and giving “good” advice, and learn to empower the people around you

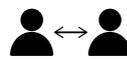
 **Coaching for Leaders**
Grow as a leader and as a person

**with Sohini Paul
& Trang Nguyen
& Joachim Schwarz**

in English



**2 modules
8 sessions** (90 minutes each) in **2 days**



2 one-to-one coaching sessions (60 minutes each) with one of our professionally trained coaches

 **Organizational & individual
scholarships 2021**

 Individuals who have received scholarships from CSA in the past are not eligible this year.

**Scholarships are available
for all the courses
and cover up to 50%
of the course fees**

Civil Society Academy (CSA)

The Civil Society Academy (CSA) is a fast-growing **social start -up** initiated by Welthungerhilfe.

We believe in **Social Justice, Collaboration, Creativity, Empathy, Ownership and Top Quality.**

We prioritize working with **high-potential & high-impact** people and organizations.

**WHY?
We exist?**

We have a dream.

To **make social justice happen**, the world needs more social pioneers & civil society leaders, activists & development enthusiasts - **we support you!**

We understand your challenges.

We **inspire, motivate & coach** you to **generate superpowers**, together. We are a **passionate team** and work with some of the **best facilitators.**

**HOW?
We work**

ONLINE?

Our online courses are a **safe learning environment** for you and your team to foster **self-reflection** and **personal growth**. The courses thrive on **visualized and interactive practices** while maintaining the **balance between the topics, We-level, and I-level.**

We **equip you** with **super-tools** through **excellent capacity development** and **coaching**. All our trainings and processes are **participatory, reflective** and foster a **creative dialogue** with **likeminded people from the civil society across Asia and Africa.**

**WHAT?
We offer**