Technical Workshop on Women, Land and Housing Rights: Assessing the impacts of dispossession
14–15 December 2020
Lusaka, Zambia
Selecting a **SMART** action:

- **Specific**
- **Measurable**
- **Attainable**
- **Reasonable / Resourced**
- **Time bound**
Making your case

Moral argument

Data/Numbers

Legal authority
Spheres of engagement

International

Regional

National

Local
Adopting a strategy

1. Determine:
   A. Strengths
   B. Weaknesses
   C. Opportunities
   D. Threats

2. Choose a strategy:
   Rights-based and evidence-informed advocacy
Strengths
Strengths
Strengths
Weaknesses
Weaknesses
Opportunities
Opportunities
Opportunities
Threats
Threats
Threats
Division of labor

basket of complementary skills
Division of Tasks/Functions

- Coordinator
- Enumerators in the field
- Writer
- Editor
- Liaison with stakeholders and duty holders
- Communications and public information
## Plan of Action

<table>
<thead>
<tr>
<th>Goal, Desired outcome</th>
<th>Activity</th>
<th>Timing</th>
<th>Responsible party</th>
<th>Task</th>
<th>Resources needed (human, material, etc.)</th>
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