

## Practical leadership for people-powered movements.

*A practical course for lasting impact.*

You're leading within a movement - a group of people coming together to challenge the status quo and create change. Whether you're part of a grassroots organisation, a civil society initiative, or a network of changemakers, you know how powerful collective action can be. But leading a movement is no easy task. How do you stay on course while growing, facing pressure, or navigating complex challenges?

That's where Social Movement Lab comes in. We offer practical leadership for people-powered movements, helping you build engaged teams, have activating conversations, and turn strategy into action.

In just six concise and inspiring online sessions, you'll refine your approach as a people-powered leader and empower your movement to reach the next level, with greater confidence, skills, and energy.

### For whom?

This course is for leaders, organisers and coordinators within social movements, NGO's, and grassroots organisations who:

- Want to strengthen their leadership and self-awareness
- Aim to connect strategy with people and team dynamics
- Want to learn how to build engagement and ownership within their teams
- Want to learn from other leaders and coordinators and share experiences

### What will you gain?

After 6 sessions you will have:

- Clarity on your personal leadership style and the story that drives your actions
- Practical tools to navigate movement friction and lead with confidence under pressure
- Skills to build engaged teams that transform strategy into action
- Methods for activating conversations that inspire ownership and participation
- A sustainable leadership plan for continued growth, for yourself and your movement



## TRAINER

**Cihan Ugural**

Has 15+ years experience in training, organising and campaigning. Focusses mainly on volunteer led and grassroot organisations.



## SUBSCRIBE TODAY:

✉ [emmy@socialmovementlab.org](mailto:emmy@socialmovementlab.org)

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**Bonus: social movement leaders will share their stories during the sessions:**

**Devika Partiman, director**  
(Stem op een Vrouw/  
Vote for a Women)



**Rivka Meelis, leader**  
Fridays For Future.



## PRACTICLE

- Duration: 6 × 1.5-2 hour online evening sessions from 20:00 to 21:30-22:00 CET, plus homework assignments.
- Dates 2026: 16 February, 2 March, 16 March, 30 March, 13 April, 20 April
- Investment pilot course: €249 pp excl. VAT (instead of €399 pp excl. VAT). Subscription before 31-12-25: 199 euro pp excl. VAT.
- Language: Dutch or English, depending on the participants
- Format: Focus on behavioural change through a mix of live sessions (peer exchange, reflection, exercises) and self-study and practice

## Lesprogram

### Session 1: Who am I as a leader?

- Discover your personal leadership style, values, and motivations
- Craft and share your story of self
- Reflect on what drives you as a people-powered leader

### Session 2: Who are my people?

- Map your organisation and identify your position within it
- Analyse your team and roles around you
- Understand what makes a team effective

### Session 3: Strategy & Leadership

- Connect your organisation's mission and strategy to your own role
- Apply strategic thinking in your team or campaign
- Develop and refine your strategy plan with feedback

### Session 4: Building engaged teams

- Understand how engagement grows within teams and movements
- Analyse and design your team's engagement journey
- Identify actions to deepen involvement and ownership

### Session 5: Activating conversations

- Learn how to have conversations that move people to action
- Practice the full structure: issue – agitation – plan – ask – commitment

### Session 6: Moving through resistance

- Recognise and handle friction, objections, and internal tensions
- Reflect on your personal growth and lessons as a leader

**Ready to take your movement to the next level? Questions?**

**I'd be glad to help you:**

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