

# STRONG Civil Society Organisations for Stronger Armenia

October 2016  
Issue 3

A monthly newsletter published by "STRONG Civil Society Organisations for Stronger Armenia"

A project funded by the European Union's ENI programme for Armenia

## In this issue:

News	1	"Getting acquainted with..." section	3
Coming Soon	2		

## NEWS

### Trainings within the scope of the Internal Capacity Building Package

As a continuation of the training series implemented in September 2016 by "Strong CSOs" project within the framework of Internal Capacity Building Package, one more training on Strategic Planning was carried out in Goris for marz-based CSOs on 6 and 7 October 2016. More on the training [HERE](#).



Strategic planning is one of the most important organizational management tools of a company that defines its direction and aim of activity. Our project gave a special importance to this topic. The training on Strategic Planning implemented by our project helps the participants to deepen the understanding about the vision and mission of an organisation, the procedure of setting their goals and developing an approach to achieving those goals.

It is planned to repeat and implement three training modules on "Strategic Planning" in November 2016 for all those CSOs that haven't participated in this training yet.

### Launch of the first training within the scope of External Capacity Building Package

One of the main objectives that the "STRONG CSOs for Stronger Armenia" project is focused on is to increase external capacities of civil society organisations in Armenia. The External Capacity Building package aims at empowering CSOs through strong networks and favourable administrative environment, as well as providing tools to build CSOs external capacities.

### Training on Communication Skills

The first training on "Communication Skills" specified under the External Capacity Building package of the "STRONG CSOs" project was launched in October 2016. Three training modules were carried out for both Yerevan-based and neighbouring marz-based CSOs, as well as for CSOs based in northern and southern marzes of Armenia.

The trainings lasted for 3 days and were directly linked to the capacity building needs identified through the Capacity Building Needs Assessment of Civil Society Organisations in Armenia.

The "Communication Skills" training provided theoretical background on the communication process and its various aspects and components: types, channels, tools and stages, as well as developed practical skills on successful both oral and written presentation, internal communication including problem resolving and effective team meetings, organisation brand building, cooperation with media, use of social media, communication and visibility in EU-funded projects, and others.

Effective communication is a major skill that any leader or staff member of an organisation should possess. It is a tool that will enable and help CSOs to achieve their goals and get the results they want.



This project is funded by the European Union.

This project is implemented by the Consortium of Podlaska Regional Development Foundation and DAS.AM.



For the implementation of the trainings on “Communication Skills” an international trainer from Ireland, Ms. Anna Gapińska, was invited by “STRONG CSOs” project (see the interview on the last page). The trainings were facilitated by Ms. Gapińska as the lead trainer together with Ms. Mane Papyan and Mr. Jarosław Zarychta as co-trainers.

This way our project started cooperation with Armenian trainers, and this practice will be developed during upcoming capacity building activities. We are proud to inform that our pool of local experts is composed of 6 professionals with different fields of expertise.



The trainings were implemented in Yerevan, Goris and Vanadzor:

- The first training on “Communication Skills” was conducted in Yerevan. It launched on 19<sup>th</sup> of October and lasted till 21<sup>st</sup> of October. Almost 20 representatives of respective CSOs were proactively engaged in the training. More on the training [HERE](#).
- The same module was carried out in Goris from 26<sup>th</sup> to 28<sup>th</sup> of October. More on the training [HERE](#).
- And the final module of “Communication Skills” training was implemented in Vanadzor from 31<sup>st</sup> of October to 2<sup>nd</sup> of November. More on the training [HERE](#).

*“The art of communication is the language of leadership” - James Hume.*

We truly believe that our trainings helped our CSOs to make a step forward toward mastering this art.

### Coming Soon

- ✓ Three training modules on Strategic Planning in Yerevan and northern marzes, November 2016.
- ✓ Presentation of the Project progress and information on the Sub-Grant Scheme, November 2016.
- ✓ Ongoing coaching and individual and/or institutional advice, November 2016.
- ✓ Launch of the project official website, November 2016.

### Coaching in action

Organisations or people sometimes need a little support or guidance to achieve their goals. The coaching and individual and/or institutional advice provided as an ongoing support by “STRONG CSOs for Stronger Armenia” project is now launched and it is indeed a good chance for CSOs to further build capacities of their organisations.

We are glad to see that CSOs enrolled in the Capacity Building Scheme of our project are genuinely interested in this component. A number of CSOs have already benefited from this activity and got useful tips on the topics related to internal and external capacities such as project preparation, identification of the needs of the target groups, identification of problems and designing solutions, components of strategic planning, mission, vision and objectives of the organisation, internal communication, communication strategy for consortium and partnership building, EU visibility guidelines, etc.



This is an ongoing capacity building activity and will also be implemented in future, throughout implementation of the project.



## Getting acquainted with...

### Anna Gapińska, International trainer of “STRONG CSOs” Project

Anna Gapińska, Polish, resident of Ireland/Dublin for over 8 years, is a certified and accredited Executive, Life & Career Coach with over 10 years of experience in training, education and public relations.

In her practice she supports organisations and individuals providing training, advisory and consulting services on communication skills, interpersonal relations, team building, conflict management, and others. Presently she concentrates on supporting women in starting and developing their professional careers and setting up businesses, running regularly workshops and coaching sessions for them.

In coaching she supports her clients to look widely at their career, revisit it, look through career values, career beliefs and explore personal needs. Being a teacher by education (University of Lodz/Poland), she also works this way with secondary schools, supporting pupils in making purposeful, conscious and informed personal career choices.

*You are conducting training in Armenia for the first time, what are your impressions? How do you like them?*

I find trainings well organised and of a high standard, and the participants really involved, working willingly and being very active. There was so much great input from beneficiaries during the trainings, sharing their experience with others, discussing, which is a huge value for everyone. I find trainings to be highly effective and I believe they will pay off in the future.

*What are the challenges you have been facing during the trainings?*

Well, the participants were so dedicated, with their input to the workshops and questions that sometimes it was difficult to keep time frame of the training. :) My impression also is that due to the high standards Armenian people have sometimes they are also very critical of themselves and others, which may be a great attitude to make things better, but a little bit hard to live with.



*The project “STRONG Civil Society Organisations for Stronger Armenia” is aimed at increasing the capacities of civil society organisations in Armenia as independent development actors to make them more competent, more responsive to citizens’ needs, and proactively supporting the country’s development through practical, project-based approaches.*

*The project is implemented by the Consortium of [Podlaska Regional Development Foundation \(Podlaska Fundacja Rozwoju Regionalnego\)](#) and DAS.AM.*

*The project was launched on 1 October 2015. The implementation period of the project is 3 years.*



*A real challenge, besides, was getting to some destinations due to snow, which is quite odd in Ireland.*

*What do you think about CSOs of Armenia? How will you assess the level of their development/capacities?*

I think that the CSOs in Armenia are strong with the people potential first of all. I met wonderful individuals, open, skilful and eager to cooperate, which is a great sign for the future of their organisations and partnerships they are going to establish. This is cooperation which most successful Irish CSOs built their positions on.

*What did you like most about your stay in Armenia?*

Armenian culture and artistic spirit of Armenian people comes to my mind first. I do love food, freshness of your fruit and vegetables from under the sun; we don’t have much in Ireland. Hospitality, coffee shops I can enjoy my “*surch*” taste in. I am amazed with mountainous landscape with unique spots; I enjoyed *Zorats karer* a lot. And one more thing, I do love the sound of Armenian language! *Shnorhakalutyun*.

## CONTACT DETAILS

Address: AUA Business Centre, 9 Alek Manukyan St.,  
Room 312, 0070 Yerevan, Armenia

Tel.: (+374 41) 95 39 35

E-mail: [info@civilsociety.am](mailto:info@civilsociety.am)

Facebook: [facebook.com/StrongCSOs](https://www.facebook.com/StrongCSOs)