



Characteristics of a Successful Co-op Advocate

Strong inter-personal skills...

- ✓ effectively communicate the needs and best interests of the sector
- ✓ able to provide clear and focused arguments and points - i.e., not a “big talker” who goes off topic, but someone who can speak to what’s really important
- ✓ good listener
- ✓ able to ask for advice and not give it
- ✓ able to persuade
- ✓ assertive but not aggressive

Knowledgeable...

- ✓ about the co-op sector in general and the sector they represent specifically
- ✓ understands what they are advocating for - i.e., not there to advocate for their own personal issues
- ✓ about the person they are going to meet (or a willingness to take the time to learn a bit about them)

Professional...

- ✓ able to be objective and non-partisan when speaking with government
- ✓ not intimidated by meeting with members of parliament
- ✓ able to make informed decisions - i.e., doesn’t make up answers but will get back to you with the right answer
- ✓ good follow-up skills - i.e., with government, us, etc.
- ✓ takes notes and can respond effectively to questions
- ✓ appearance and delivery
- ✓ diplomatic
- ✓ honest
- ✓ sensitive
- ✓ open-minded

Passionate...

- ✓ about co-ops and the future of co-ops in Ontario
- ✓ about giving the sector a voice in government