**Key Takeaways:**

“I have a dream” NOT “I have an issue”

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Moving from bad governance to good governance requires coalition building, which ultimately requires strategic communication

Transactions vs. transformation

Transaction vs. transformation; networking for change to last

3 methods for change: coercion, manipulation, and persuasion

Identifying who is driving reforms—government or some group—is a critical step towards preparing an effective communication strategy

Social movement (the power of)

Those who have communication will win; those who don’t have communication will lose

**Want more of this:**

An argument in favor of the change in governance; the cost of the change is lower than the resistance to the change

What is reform?

Social accountability

A subject I hope to know more about is: how to use the methodology of the diagnostics of governance, specifically in the area of media and development

Media and civil society: how can the two ensue good governance yet they are too corrupt in their work