**Key Takeaways:**

Message framing should take into account a benefit of the proposed reform.

Philippines procurement reform looks like a 5-year long education of the CSOs & government officials and the public.

“Never give up!” (easier said than done – hey Mr. World Bank!).

Building coalitions is difficult and long drawn process but is possible given one sees it the right (?) way.

We see the power of media and the tools of media. How to make these tools and process to fit to the education?

Constraint and persistence to achieve desired goal.

If you want to convince corrupted person to change his behavior, don’t say, “you are corrupted!” but instead tell him we need a good future for all of us.

Have support data for your frame.

Counter reform never sleeps.

1) Baby steps are key in coalition building; 2) The three steps of SC.

1) Know your frame; 2) Have a specific message for your frame.

Philippines case was great, especially the idea of ministries🡪civil society🡪legislative champions .

**Want more of:**

Coalition building exercises and techniques.

Strategy and methodology of creating/choosing coalition partners.

More of nail balancing exercises.