

ADVOTOCRACY

TURNING DETRACTORS
INTO ADVOCATES



**DETERMINED
DETRACTORS**

OPEN UP & BE TRANSPARENT

- + Be confident in your brand
- + Have an open dialogue



**VOCAL
ADVOCATES**



IDENTIFY THE ISSUE

- + Take the time to fully understand the problem
- + Recognize mistakes and fix them



KEEP YOUR FOOT ON THE GAS

- + Determination to do what needs to be done
- + Find the right opportunities that reshape public perception