



# Becoming a Local Advocate via **changeX**

*Thank you for helping us to make  
remote employment local!*



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**grow remote**

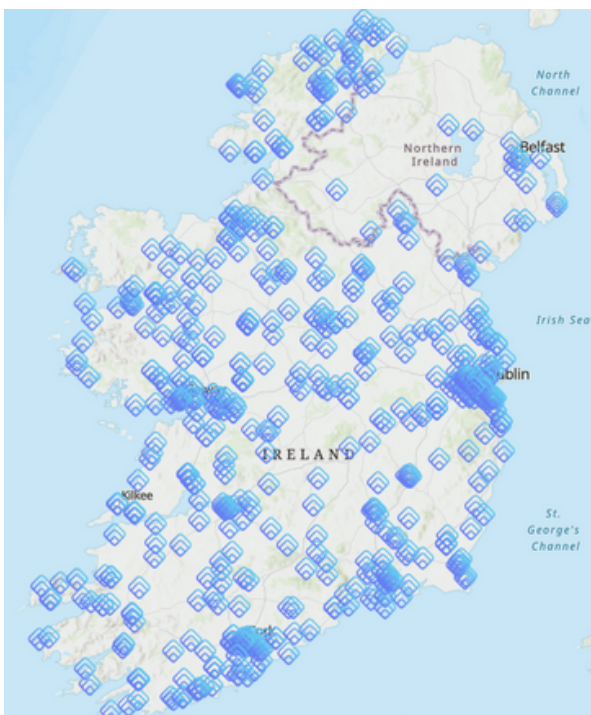
# ABOUT US

## What a journey it has been!

Thank you for becoming a **Remote Work Advocate**! We're a non-profit on a mission to give people in Ireland the choice of remote employment, no matter where they live. We do this by making remote employment more visible and accessible. We connect companies, employees and local communities together, empowering changemakers at all levels to drive systemic change and advocate for the transformative social impact of remote employment.

Grow Remote was founded on a vision: that remote work could lead to thriving, reinvigorated local communities by unlocking employment opportunities from urban centres and making jobs visible and accessible to everyone, everywhere.

Fast forward to 2022 and the world has changed almost beyond recognition. Remote work has transformed from a benefit offered to a small minority of workers into a vital approach to keeping Ireland's businesses open in the midst of COVID-19.



## The *Meitheal*

The *Meitheal* is at the core of us. The *Meitheal* is a tradition from old rural Ireland where a community would come together in a time of need. Grow Remote was built by many people who donated their time, skills, or even encouragement to the mission.



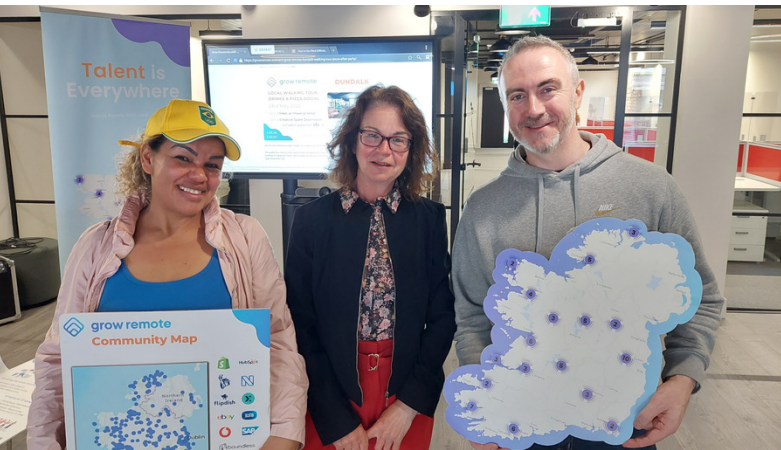
*We grew from a volunteer group to a government-funded, award-winning non-profit.*

## Becoming a Remote Work Advocate

As we went on, we focused on making public our kit for building local communities. We found that lots of people preferred to become Remote Work Advocates - individual contributors who wish to make change in their own way. Not everyone has the capacity to lead their local community from the ground up as a grassroots organiser, so we empower you to make change as a Remote Work Advocate.

Remote Work Advocates play a pivotal role in the change we want to make in the world. For the first time, individuals can create employment in their community simply by becoming educated on the topic and letting others know about the opportunities available locally.







# CASE STUDIES

## Who is a Local Advocate?

Local Advocates promote remote work in their own unique way. We equip them with the information they need to have life-changing conversations locally.



**Paul Ellingstad**

**ENNIS, Co. Clare**

Paul is an active advocate for remote work and has contributed to the Clare Champion, Clare FM, and was interviewed in a TG4 documentary and he has forged partnerships with Clare County Council and Digiclare.

**Kat Slater**

**LOUISBURGH, Co. Mayo**

Kat organised remote workers to come together locally for events and meet-ups. She handed out information about employers that were hiring remotely and she ended up helping someone find a remote job.



Get involved now!

**[bit.ly/joingrowremote](https://bit.ly/joingrowremote)**



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Since Grow Remote started out in Ireland, we tend to have a bigger footprint there. However, Local Advocates operate anywhere and everywhere. We're always expanding!



Ian McDonald

STEPHENSVILLE, Canada

Ian has been a long-term member of the Grow Remote community and an advocate for remote work in Canada. He loves to ski in the mountains near his home office and he has helped locals secure remote employment.

Lois Wingerson

WYOMING, U.S.A.

Lois strives to promote Dubois, Wyoming as a destination for remote workers. She advocates locally for remote work training and job creation and has lobbied the Wyoming Workforce Development Council.



Get involved now!  
[bit.ly/joingrowremote](https://bit.ly/joingrowremote)



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# GETTING STARTED



*"Remote work has the power to radically transform our communities, but there are challenges in bringing the gap between remote work and local impact."*

*"We believe that everyone should be empowered with the tools and resources to help their local communities to thrive, and so we make what we know public."*

- Tracy Keogh,  
Co-founder, Grow Remote

In this guide, you'll find all the information, practical tips and resources you need.

There is someone to help you at each stage of the journey so don't be afraid to get in touch!

## We have a 3-step process:

- |       |                                |
|-------|--------------------------------|
| LEARN | 1) Learn all about Remote Work |
| DO    | 2) Take One Action Locally     |
| SHARE | 3) Contribute to the community |

# 1) Learn all about REMOTE WORK

The world of remote work has evolved so much in the last few years, but it has been really hard to find real, trustworthy information about remote employment.

That's where Grow Remote comes in.

Here's a list of ways you can learn about remote employment:

- Take our Local Advocates Mini-Course
- Connect with our online community
- Use our remote work map





# Take the Mini-Course

Our mini-course gives you everything you need to know to get started into the world of remote.

### What's included?

There are 8 modules to complete over 4 weeks - by completing 2 modules each week you will stay on track. You are welcome to blast through them at a faster rate however. Each module is bite-sized to make them fun, manageable and practical. We have already had 500+ happy students!

8+  
Lessons

Responsive  
Mobile-friendly

4  
Weeks

100%  
Online

Local Leader Onboarding > Week 3 Mapping the Local Community (Community Development) > Community Partnerships & Stakeholders

LESSON 4, TOPIC 2

### Community Partnerships & Stakeholders

LESSON PROGRESS

50% Complete

Learning about potential partners and stakeholders in your community is very useful, but again don't let it take up all your time. Figure out who the best groups and organizations are that will support the earlier stages of the chapter.

The first step will be to map the most obvious stakeholders and potential partners. Don't aim to "complete" this list, aim to get enough information to get started. Use a spreadsheet to keep track of those you have contacted and what their reactions are like.

The advice given across the community is don't get stuck trying to bring everyone on board, not everyone will "get it" straight away. We have noticed in the journey of Grow Remote, some people and groups we tried to persuade at the start are now coming back to us, they have seen the stories in the papers and heard from others and now they can support what Grow Remote is doing.

You will decide on your own best approach to becoming a Local Advocate of remote work. Once you have learned everything about the remote work ecosystem in Ireland and beyond, we already know you'll do great things.

In this mini-course, we'll give you our top tips from over 4 years spent doing this every single day, and we'll bring you examples directly from the world's best advocates!

*There are 80,000 salaried, pensionable roles open remotely in Ireland today. This course lays the foundation to get access to the companies who will employ you regardless of your location.*



# Join Grow Remote Online



Grow Remote Online (GRO) connects thousands of remote workers globally.

Our community is made up of changemakers who advocate for the benefits of remote employment in their communities every day.

We feel very lucky to bring together such an inspiring group of people. Through this space, Grow Remote members have:



Learned about remote job opportunities



Accessed useful careers resources



Secured interviews with remote employers



Connected socially online



Expanded their professional network

Get involved now!  
**[bit.ly/joingrowremote](https://bit.ly/joingrowremote)**



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# Remote Work Map

We are building a map of remote employees across Ireland and beyond.

It is updated every day and is creating the most dynamic data set for remote work in the world.

By pinning yourself onto the Grow Remote Community Map, you are contributing to the positive impact of remote employment.

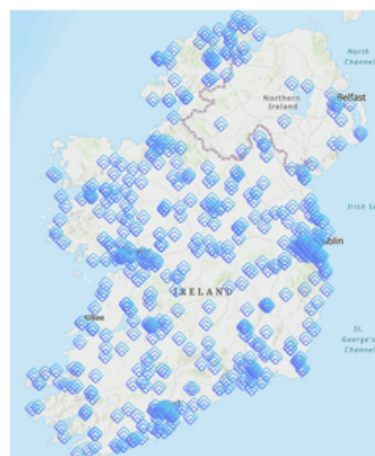
By using the map, both you and your employer are making remote work more visible and accessible to others.

The data we're gathering is vital if we are going to build a high-quality picture of remote working in Ireland and beyond.

This picture will help people visualise the impact of remote employment across the island.

This, in turn, will help people access remote job opportunities and we will use it to drive real change in local communities.

## Top 5 Remote Employers - May 2022



 **shopify**

**teamwork.**

 **otonomee**

**ebay**

 **NearForm**



**grow remote**

## 2) Take One Action Locally

There are various ways you can contribute your skills as a Local Advocate for remote work.

### Introduce remote work to friends and colleagues

- A simple conversation can change lives. Get out there and talk to people you know about the benefits and challenges of remote working.

### Deliver talks locally

- We have a number of templates for talks you can deliver to local schools, community groups, and businesses.
- This is where we can share knowledge that's unique to us as it is crowd-sourced for the community.
- You can find a bunch of template talks here: <https://inside.growremote.ie/talks-and-presentations/how-to-remote-work-101-talk>

### Share Grow Remote's Training programmes

- We have courses available for people no matter what stage of their remote career they're at. If they're just starting out, they can take Remote Work Ready. If they're hoping to upskill, they can take Thriving Remotely. For CEOs and Managers, they can take Leading Remote Teams.

### Speak at a local chapter event

- Get involved with your local chapter and contribute your own unique skills.

Other ways you can have an impact as a Local Advocate might involve a slightly greater investment of time and effort.

But your impact will be greater too.

Contact us for a chat about what impact you'd like to have in your local area! Here are just two examples:



### **Become a Chapter Lead**

Set up your own Grow Remote chapter and join a select group of changemakers who bring social change to their local communities



### **Become a Meitheal Maker**

Contribute something in your own unique way. Using your specific skills and talents, donate a valuable contribution to the Grow Remote community and join our list of talented Makers

Grow Remote has been built by the amazing creative volunteers who contributed their skills and expertise to the movement. This is the spirit of Meitheal, the core concept behind Grow Remote.

We're lucky to have these Meitheal-Makers in our community.

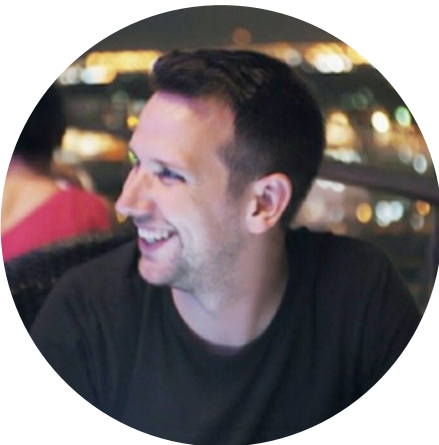


## 3) Contribute to the Community

Now that you've taken action locally, we need you to tell the story of your impact. Share what you've done with us and we'll shout it from the rooftops!

By sharing learnings with other Local Advocates, the impact you can have is much greater - not just locally, but internationally.

Take John and Deirdre, for example. Their contributions are still having impact in the Grow Remote community.



**John Brett**  
The Jobs Board

### Donating your skills could change lives

In 2018, community member John Brett made and donated a jobs board for the community. At the time, there was no other resource to find remote jobs in Ireland that were secure careers.

In 2022, we launched the Grow Remote Career Centre and promote more remote opportunities every day.



**Deirdre Ní Bhailís**  
Town Tasters

### A small idea can lead to big changes

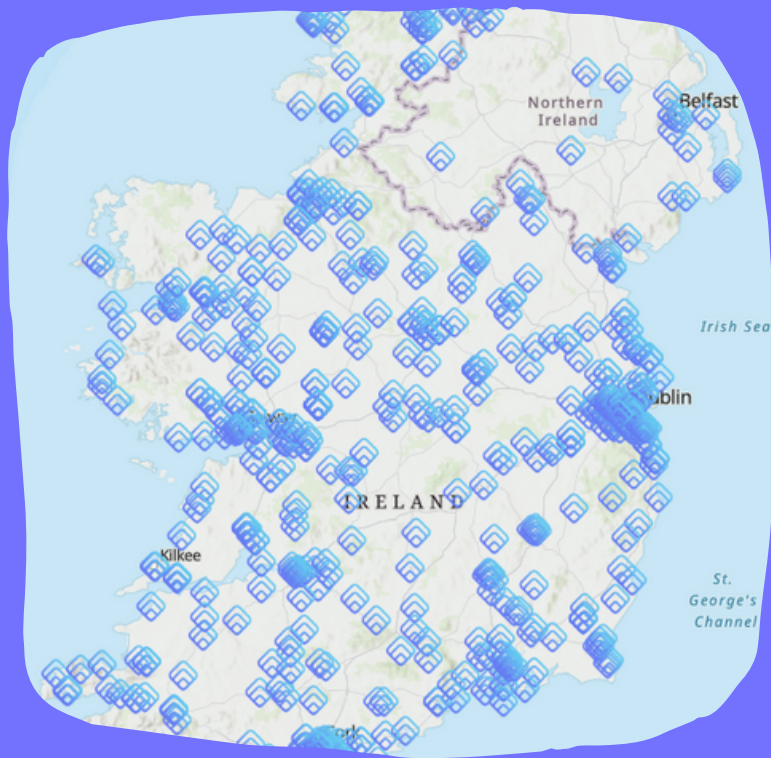
A few years ago, a few of our founding members went for a sea swim near Dingle, where they got chatting to Deirdre. Deirdre is the type of person who makes things happen. Out of that first casual conversation, the spark for "Town Tasters" came to life - whereby local people host you as you explore their local community.

Since then, we've held Town Taster experiences across Ireland and Portugal.









# Thank you for getting involved!

Any questions, please get in touch  
**[community@growremote.ie](mailto:community@growremote.ie)**



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