



**adroit**  
associates

# Social & Behavior Change Communication

Service Profile

*Local Experts in Data-Driven, Conflict-Resilient Solutions*



*Connect with us to explore  
how our services can help  
drive change*

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# About Us

Adroit Associates is a locally rooted consulting firm specializing in **research, monitoring and evaluation, institutional strengthening, and behavior change communication.**

Established in 2009, we have proven on-the-ground capabilities in several countries. We offer conflict-resilient local expertise with a focus on underdeveloped, fragile, and conflict-affected regions. We are a proud small business headquartered in the U.S., with our leadership and most staff, as well as those of our local partners, hailing from and residing in the challenging contexts we serve.

## Enhancing Our Services with ISO Standards



**Quality  
Management  
Systems**



**Information  
Security  
Systems**



**Environmental  
Management  
Systems**

## Leveraging Technology for Sustainable Solutions



### Real-time Data Quality Monitoring

ML models and interactive dashboards for reliable issue detection.



### Advanced Analytics for Impact Measurement

High performance statistical software and predictive models.



### Seamless Collaboration & Project Management

Using ClickUp, Microsoft 365, and more.

## Robust Management Systems



**Financial  
Management  
System**



**Audit  
Readiness**



**Rigorous Due  
Diligence**



**Legal and Ethical  
Compliance**

# Major Organizations that Recognize Our Capabilities

At Adroit, we value the diverse needs of our clients and strive to offer solutions that are tailored to their unique requirements and aligned with the highest industry standards. We have delivered over 120 projects for governments, civil society organizations, international aid and development organizations, and corporations, among others.

	 International Labour Organization	 <b>USAID</b> FROM THE AMERICAN PEOPLE	 <b>unicef</b>		
 <b>GeoPoll</b> Understand the world	 <b>BBC</b> MEDIA ACTION	 <b>DAI</b>	 <b>Chemonics</b> Development works here.	 <b>MERCY CORPS</b>	 <b>intertek</b> Total Quality. Assured.
 <b>AECOM</b>	 <b>DT Global</b>	 <b>Gallup</b>	 <b>MONSTER ENERGY</b>	 <b>World Vision</b>	 <b>EY</b> Building a better working world



# Social & Behavior Change Communication

At Adroit, we recognize that achieving sustainable development in underdeveloped, conflict-affected, and fragile states requires more than just infrastructure and policy shifts—it requires a change in mindset and behaviors at the community level.

SBCC emerges as a response to this crucial need, aiming to create positive change in communities through strategic communication by engaging, empowering and educating.

Our SBCC service stands out due to its seamless integration of:



Social and cultural awareness



Dedicated local staff



Deep community insights



Ability to establish genuine rapport with local communities

**Our SBCC service offerings include:**

Our approach integrates seamlessly with our other core offerings, embedding behavior change within a broader framework of economic prosperity and societal resilience.



**Research and Analysis**

We tailor our SBCC initiatives to resonate with our target audiences, ensuring cultural sensitivity and local relevance.



**MEL**

MEL expertise helps improve SBCC campaigns to maximize effectiveness and capture impact on behavior change.



**Institutional Strengthening**

IS experience helps enhance capacities of key SBCC stakeholders and foster effective partnerships.



Target Audience Analysis and SBCC Strategy Development



Content Design and Multi-channel Engagement



Strategic Communication Campaigns



Community Mobilization and Engagement



SBCC Monitoring, Evaluation, and Learning



SBCC Capacity Building and Training

# Target Audience Analysis and SBCC Strategy Development

Understanding the audience is the cornerstone of any impactful SBCC initiative, particularly in conflict-affected and fragile settings. At Adroit, we take this principle to heart; leveraging our extensive expertise in Research and Analysis, we conduct in-depth investigations into community behaviors, cultural norms, values, sensitivities, and communication preferences, to name a few.

This targeted analysis enables us to accurately identify:



Who we need to reach



The best way to reach them



Effective messages that will resonate



Channels that will effectively deliver those messages

Using insights from the audience analysis, we then develop the SBCC intervention strategy, and this is where our unique blend of knowledge in MEL adds immense value. Our strategies are formulated with constant learning and adaptation in mind. Using evidence-based planning, we design SBCC campaigns that are flexible, responsive, and tuned to the realities on the ground. Through continual monitoring and iterative refinements, our approach ensures that our interventions remain relevant, effective, and aligned with the evolving needs and aspirations of the communities we serve.



This relentless commitment to understanding and responding to target audiences sets Adroit Associates apart, making our SBCC strategies more than just communication—they become conduits for real, sustainable change.

# Content Design and Multi-channel Engagement

The power of SBCC lies in its ability to convey messages that motivate change, but this is only achievable through thoughtfully crafted content that speaks to the heart of the community. At Adroit, our Content Design and Multi-channel Engagement service focuses on creating resonant messages and selecting the right channels to reach our diverse audiences. Drawing upon our rich understanding of the local cultures and needs from our research and analysis, we create content that's not just informative but inspirational, triggering emotions and inspiring actions tailored to specific communities in underdeveloped, conflict-affected, and fragile contexts.

While compelling content is important, that alone is not enough; it's the method and quality of message delivery that determines the impact. Hence, our multi-channel engagement approach ensures that our messages reach the right people at the right time through the right medium.

We engage with communities on platforms that are accessible and trusted by them by:



Leveraging  
technology



Traditional  
media



Grassroots  
networks

Be it through social media campaigns, radio broadcasts, community meetings, or interactive workshops, our multi-channel strategy is flexible and context-specific, allowing us to penetrate even the most challenging environments. What sets us apart is our integrated approach to MEL.



Every piece of content, every channel, is continually assessed for effectiveness, allowing us to adapt and refine our strategies.

This feedback loop ensures that our content remains relevant and our channels stay effective, fostering genuine connections with the target audience. **Through innovative content design and strategic channel selection, we turn messages into movements, creating lasting change in the lives of those we engage.**



# Strategic Communication Campaigns

Successful SBCC is driven by more than just information dissemination; it's about shaping narratives that resonate, inform, and inspire communities toward positive change. At Adroit, we design Strategic Communication Campaigns to achieve just that. Drawing from deep insights into community dynamics, cultural nuances, and socio-economic contexts – thanks to our Research and Analysis expertise, we conceptualize and roll out campaigns that are not merely communicative but transformative. Every message is meticulously crafted, ensuring that it aligns with the values, aspirations, and concerns of the target audience, particularly given the challenging contexts we operate in.

Central to our approach is the integration of various communication modalities tailored to the specificities of each campaign.

Our campaigns are always multi-faceted, whether harnessing:



The immediacy of digital platforms



The pervasive reach of traditional media



The personal touch of community engagement events

This strategic mix ensures that we engage diverse audience segments, maximizing reach and impact while also accounting for the differentiated access to communication mediums in the varied regions we serve.



Our campaign strategies stand out not just because of their data-driven foundations but also because of their dynamic and adaptive nature. Drawing upon our extensive experience in MEL, we ensure that our campaigns remain agile.

Through real-time monitoring, iterative refinements, and continuous measurement of our target audiences' responses, we instantly assess our campaigns' impact, enabling us to make immediate adjustments and optimize the effectiveness of our communication efforts. This iterative approach means our campaigns are not static; **they remain agile, relevant, and impactful, driving desired behavior change outcomes and fostering community ownership of the change narratives.**

# Community Mobilization and Engagement

Fostering genuine, lasting behavioral shifts requires a bottom-up approach that is rooted in communities and their inherent dynamics. By mobilizing community members as agents of change, we bridge the gap between strategic communication and impactful action.

Our approach taps into the intrinsic motivations of community members, leveraging their:



Insights



Cultural  
nuances



Local  
structures

We leverage indigenous knowledge and integrate it with evidence-based methodologies, thus ensuring that our engagement is culturally sensitive and based on empirical insights. From community leaders to local organizations, we build networks that foster collaboration, trust, and local ownership, creating an ecosystem where behavior change can thrive.

**Our Community Mobilization and Engagement approach adopts a human-centered design, where community needs and voices shape our strategies.** By focusing on participatory processes, we ensure that our mobilization efforts are driven by the community, for the community. This extends to capacity building, where we empower local agents of change, providing them with the tools and training to carry forward the change mission. By melding community wisdom with strategic frameworks and by placing the community's aspirations and values at the heart of our engagement, Adroit crafts mobilization strategies that resonate, connect, and ignite change in even the most complex of social landscapes.





# SBCC Monitoring, Evaluation, and Learning

The success of SBCC initiatives often hinges on their adaptability, relevance, and responsiveness to the dynamic environment. Our SBCC MEL service is designed to transcend conventional evaluation approaches, focusing instead on an iterative, learning-centered paradigm that continuously refines and enhances the SBCC strategies. Leveraging our unique expertise in MEL in underdeveloped, conflict-affected, and fragile settings, we monitor the ripple effects of our communication efforts within the community, analyze behavioral shifts, and assess the impact on key indicators. This continuous monitoring allows us to make real-time adjustments to ensure that our strategies align with community needs and maximize impact.

Our approach to SBCC MEL goes beyond mere data collection and analysis; it's about weaving learning into the very fabric of our SBCC initiatives. Recognizing that no two communities are alike, we embrace a flexible, context-driven evaluation framework that honors the uniqueness of each community's journey toward change.

By applying a mix of both qualitative and quantitative methods we:



Uncover  
deep insights



Tease out  
hidden patterns



Translate them into  
actionable learnings

This robust, multi-dimensional approach to MEL ensures that our SBCC strategies are effective, self-evolving, responsive, and resilient, even in the most challenging environments.



It's not just about measuring success; it's about nurturing growth, sustaining momentum, and leaving a lasting legacy of positive change.

# SBCC Capacity Building and Training

Empowering communities to drive their own transformative change is at the core of Adroit's SBCC Capacity Building and Training approach. We recognize that sustained behavioral shifts emerge from informed, equipped, and engaged communities; hence, our approach is to capacitate individuals to recognize barriers, harness motivators, and champion effective strategies that resonate with their lived realities. Through tailored training programs and workshops, we channel the foundational principles of SBCC, building knowledge and fostering skills and attitudes essential for individuals and groups to become influencers and change agents within their own circles.

Our capacity-building initiatives are steeped in participatory methods, ensuring that every training module and session is co-designed with, and tailored for, the community it serves.

We nurture critical thinking, amplify voices, and elevate local solutions by employing a blend of:



Interactive techniques



Real-world case studies



Scenario-based exercises

This ensures that target communities internalize the essence of SBCC and equips them with the tools to navigate, advocate for, and achieve meaningful and sustainable behavioral changes. At Adroit, we view capacity building and training as catalysts for transformation, turning insights into actions and fostering an environment where change is not imposed but rather **embraced, cultivated, and sustained by the communities themselves.**







## Open Jirga: Assessing the Reach and Impact of BBC Media Action Programming in Shaping Public Discourse

A comprehensive study of the Open Jirga program, gauging its reach and resonance among diverse Afghan audiences, to align program content with audience insights, ensuring effective communication and engagement.



## Assessing Media's Role in Shaping Perceptions of Women and Girls' Rights

Utilizing a range of research methodologies, we identified the positive and challenging aspects of media-driven campaigns focused on gender rights to help fine-tune messaging and evaluate the influence of client's communication programming.



## Nutrition Awareness Campaign Evaluation: Media's Influence on Behavioral Shifts in Food Security Practices

An in-depth evaluation of a media-driven nutrition awareness campaign, aiming to discern its role in instigating behavioral changes concerning nutrition and food security and inform future communication strategies.



# Our Strength: A Diverse Team and Strong Local Partnerships

Our global team of 200+ experienced professionals from across the world comprises researchers, data analysts, project managers, and subject-matter experts who are united by our shared mission for uplifting those most in need.



**Alamzeb Zarghoon**  
President & Founder



**M. Qasim Nazari**  
CEO



**Swati Rao**  
VP, Marketing & Communications



**Ahmad Hamid Popalzai**  
Country Representative  
- Afghanistan



**Suzan Younus**  
Chief Growth Officer



**Gul Zaman Ahmadi**  
Partnerships & Business  
Development Manager



**Shakeel Ahmad Osmani**  
Country Program &  
Services Head - Afghanistan



**Shafiq Ahmad Faqirzada**  
Planning & Implementation  
Unit Head



**Dr. Aftab Tariq Ihsan**  
VP, Partnerships &  
Business Development



**Mirwais Farahi**  
Head of Data Quality,  
Analytics & Web Platforms



**Mohammad Emal Saraj**  
Project Manager, Research  
and Evaluation



**Basit Nazari**  
Finance Manager

## Localized, Conflict-Resilient Expertise

We have broadened our impact by establishing local presence and forging strategic partnerships in:

- AFGHANISTAN
- SYRIA
- CENTRAL ASIA (UZBEKISTAN, TAJIKISTAN, KAZAKHSTAN)
- ETHIOPIA
- SUDAN

