

# The **Art** of the Possible

## **The Art of the Possible Consulting Launches Website to Make Policy Change Publicly Accessible**

### **Press Release For Immediate Distribution**

**Wednesday, December 4, 2019:** Today the Canadian author, writer, public speaker and expert government strategist, Amanda Sussman, is delighted to announce the launch of her new website: The Art of the Possible Consulting.

The goal of the firm is to transform idealism into action to realize tangible results. This method was outlined in Amanda's book *The Art of the Possible: A Handbook for Political Activism* (2007). Over ten years, the Art of the Possible method is proven to have major impact that changes the world.

Using this method, Amanda led the advocacy effort behind two successful G7 campaigns that leveraged billions of dollars for global education and health in the developing world on behalf of Plan International Canada. In this role, Amanda also drove the successful effort to create a UN International Day of the Girl and supported Canada's first national strategy to prevent and respond to gender-based violence.

"I'm excited to launch this new website, which shares a method that anyone can use to influence the decisions that affect them. The Art of the Possible method has helped individuals and organizations take clear small steps that have led to groundbreaking changes, strengthening our democracy in the process," said Amanda Sussman, creator of the Art of the Possible method.

"It's my goal is to make it easy for people to do more than just vote. The website offers some simple, free tools to get started as well as impact stories on what the Art of the Possible method has achieved for clients. We are all more powerful than we think. The Art of the Possible can help you make sure your point of view is presented how and when it counts."

Working across party lines with people who hold different points of view, The Art of the Possible bridges the gap between Prime Ministers, Cabinet Ministers, multilateral and non-governmental organizations and the people they represent to drive change and improve lives. Clients include: The Canadian Cancer Society, The Tony Blair Institute for Global Change, Plan International Canada and the Global Partnership for Education, amongst others. Everyone is invited to visit the website here: [www.theartofthepossible.ca](http://www.theartofthepossible.ca).

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