

TOOL – Influencing plans



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Building an influencing strategy

Build a comprehensive influencing strategy built on your insights and the range of ways you might influence them or enable them to be influenced

1. Select the people who are crucial to the success of your change (either an affectors or the effected)
2. Develop a plan for influencing each of them.
3. Test the plan with some colleagues to check your insights and approaches
4. Get into action

Influencing strategy						
Stakeholder	What do we need them to understand/ feel/ do?	Who can influence them?	What style of influencing will work best?	What are the influencers key messages?	What data, examples etc. do we need to give the influencer	Clear actions (Who what when and follow up actions)
1						
2						
3						
4						
5						

a) Take your crucial stakeholders and expand the work you have done to create an influencing strategy
 b) Identify the people that you need to use as influencers
 c) Get clear about their key messages and what data and information you need to give them to be successful
 d) In the right hand column, identify who is actually going to do what, and how are you going to follow up



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Briefings

Consultations

Client research

Tea and Cake

Customers

Audiences

Case studies

Actively understanding, attracting
and winning support of stakeholders
to ensure success

Sounding out

Building
consensus

Interviews

Asking a favour

Show cases

Using your contacts

Quiet chats

Facts and figures



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