

# INFLUENCE MAPPING

1.

Start by thinking through the target leaders (decision makers, these might be Exec Directors of partner organizations, business CEOs, elected officials, etc) that you are working to get onboard or influence. In other words, who do you need to sit down with? Or make a connection with?



## DECISION MAKERS

Who has the power or authority to make the change?

2.

Now think about who the influencers are who have or might have connections with these decision-makers. Who can sit down with or help you sit down with the decision-makers? Who can help get these people to the table? Write these names down and note their relationships. Be sure to think not just about Board members and community leaders, but even friends who might happen to be neighbors with a leader.



## THOSE WHO CAN INFLUENCE THE DECISION MAKERS

Who can get the decision-makers to make the change?

3.

With your support partners make a clear plan for who will reach out to who by when. Don't forget to make it easy for those you are asking to help make connections by providing details on your ask (i.e. attend meeting on a certain date and time, details on what championing a partnership means, making a change to policy requested by industry).



## THOSE WHO CAN INFLUENCE THE INFLUENCERS

Who has connections or relationships with those that can get decision makers to make the change? Who is going to reach out to whom and by when?

**When to use:** Throughout the lifecycle of your partnership! For instance:

- Are you looking for business champions to launch a partnership?
- Are you looking for community partners to join your support partner team?
- Have businesses identified a priority area that is outside of your purview and you need to recruit additional community partners?
- Are you working to get key elected officials on board with your partnership to help build the buzz?

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The Next Gen Sector Partnership staff, a team of four independent consultants—Lindsey Woolsey, John Melville, Francie Genz and Emily Lesh—collaborate to make the Next Gen sector partnership community of practice possible.

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