

Influencing your Stakeholders

Why do stakeholders matter?

- A) They can help you affect change

Or

- B) They can stop you from affecting the change you want to make

Or

- C) They don't even know that you want to affect change so don't help at all

What do you need to do to make change happen?

- Your stakeholder(s) want to help you affect change
- What do they need more than anything else?
 - Information that they can share and influence others
 - An 'ask' (call to action)

What do you need to do to make change happen?

- Your stakeholder(s) doesn't want you to affect change
- What do they need more than anything else?
 - Information to bring them on-side
 - Your time and energy
 - A level head

What do you need to do to make change happen?

- Your stakeholder(s) doesn't even know that want you to affect change
- What do they need more than anything else?
 - Direct information to bring them on-side
 - Your time and energy

Ice breaker – Exercise 1 – Who are you?

- Choose three words that reflect how you would like your organisation to be described/ perceived.
- E.g. warm, approachable, knowledgeable, effective

Exercise 1 – What's your vision?

- Close your eyes
- Where are you in 5 years time?
- Where is the organisation
- How many staff
- How many beneficiaries?

What changes do you need to make to get there?

- What changes do you most want to make/ influence in order to achieve your vision? What is your current biggest barrier to this? Is that a what or a who?
- What are your 3 priorities?
- Now pick your greatest priority

HIGH

High Power Low Interest

Keep Satisfied

High Power High Interest

Manage Closely

POWER

INTEREST

LOW

Low Interest Low Power

Monitor – or influence to become more powerful

High Interest Low Power

Keep Informed

HIGH

Exercise 2

- Look at your stakeholder grid.
- Fill it in with all of your stakeholders by name.

Influencing stakeholders

- Now think about your biggest priority – which stakeholders can help you.
- And how can you influence those stakeholders without power and influence to have more power and influence?
- How long will it take?

Exercise – the conversation

- Now – go back to your three words. Think of these as being your tone of voice. You are representing your organisation.
- Think of what you want to say to your priority stakeholders.
- Write down your key stakeholders, what you want to say and how you're going to say it.

Forms of communication

- Newsletters
- Email
- Social media
- Face to Face

Summary - Understanding your stakeholders

- What makes them tick?
- What interest have they got in your organisation? (emotional and/or financial)
- Who and what influences them?
- How do they like to communicate?
- What do they want to hear from you?
- How can you achieve your vision and help them achieve theirs at the same time?

Key Messaging

- Now justify them.
 - E.g. we are approachable, we know this because.....
 - We are knowledgeable because....