COMMUNICATING YOUR VISION
AND
INFLUENCING WITHOUT AUTHORITY

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Objectives

- Recognize the importance of a vision
- Examine stakeholder interest and buy-in
- Identify what people need to get on board
- Explore capabilities in influencing others

Questions?
Program Outline

I. What’s your Vision?
II. Speaking to Interests
III. What motivates people- 1 lens
IV. Recognizing Stakeholders
V. Action Planning
Introductions in Small Groups

- Name
- Role
  
  and

- Who is it that *YOU* need to influence?
- What does buy-in look like at your organization?
What’s your Vision?

SMART:
- specific
- measurable
- achievable
- relevant
- time-bound

COMPELLING - meets a need

PASSION!
KNOW YOUR PEOPLE...

SEMINAR TODAY

MOTIVATING

YOUR STAFF

FRANKLY, I WAS EXPECTING

SOMETHING A BIT MORE SOPHISTICATED...
Focusing on positions instead of on interests precludes finding a more optimal outcome.
"4 Corners" Model

How are people motivated?

People  Action
Structure  Meaning
“4 Corners” Descriptions

**PEOPLE**
Let’s stop for a moment and make sure everyone involved is engaged and clear about roles and next steps. Let’s plan to check in from time to time on how individuals are doing and what they need to be able to be productive during this process.

**ACTION**
Let’s just do something, and in the process we’ll figure out what we need as a group. It matters less that our action may not be on target and more that we’re generating team energy by moving forward. We can always adjust along the way.

**MEANING**
Let’s pause and review why we’re on this journey. Are we all clear about our mission, what is inspiring us, and the values that are guiding us? We may need to be reminded from time to time.

**STRUCTURE**
Let us propose a clear framework for how we might proceed, including clear roles, next steps and timelines. We can help make our journey easier by suggesting changes in the process as they seem necessary.
## “4 Corners” Questions

<table>
<thead>
<tr>
<th>People</th>
<th>Action</th>
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<tbody>
<tr>
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<td>Meaning</td>
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- What are the characteristics & values of the people in your corner?
- What communication will this perspective thrive on? Others?
- What happens when this need is not being met?
KNOW YOUR SYSTEM...

- Problem/Symptom
- Goal!
- Impact of Actions/Initiatives
- Stakeholders/Resources
- Feedback loop (information response)
Power versus Interest

- **POWER**
  - LOW
  - HIGH

- **Interest**
  - LOW
  - HIGH

- **Keep Satisfied**
- **Monitor (Minimum Effort)**
- **Key Players => Manage Closely**
- **Keep Informed**

Key Players

- Manage Closely

Monitor

- Minimum Effort

Keep Satisfied

- Keep Informed
List the people you most need to influence. For each person, what is their:
- Interest level?
- Power level?

Place them on the grid in the appropriate quadrant. Be specific with where they land within the quadrant.

Consider the information you want and need to share with them (from your earlier worksheet).

Make a plan for when and how you will connect with them!
Questions?

THANK YOU!

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