

CULTURE

1

Culture





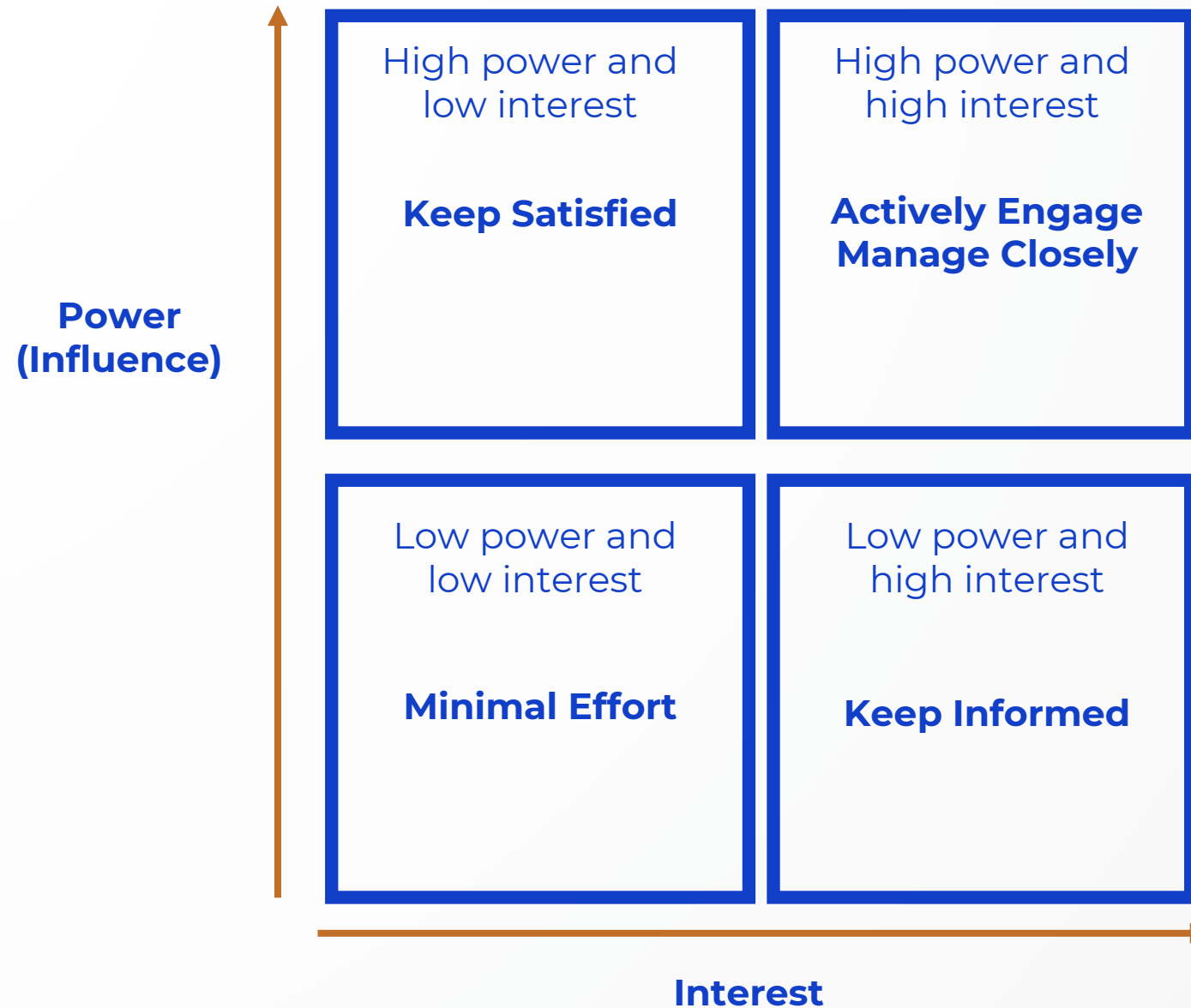
Influence – to “flow through”
Persuade – to completion

If we want to influence and persuade our stakeholders, we have to understand:

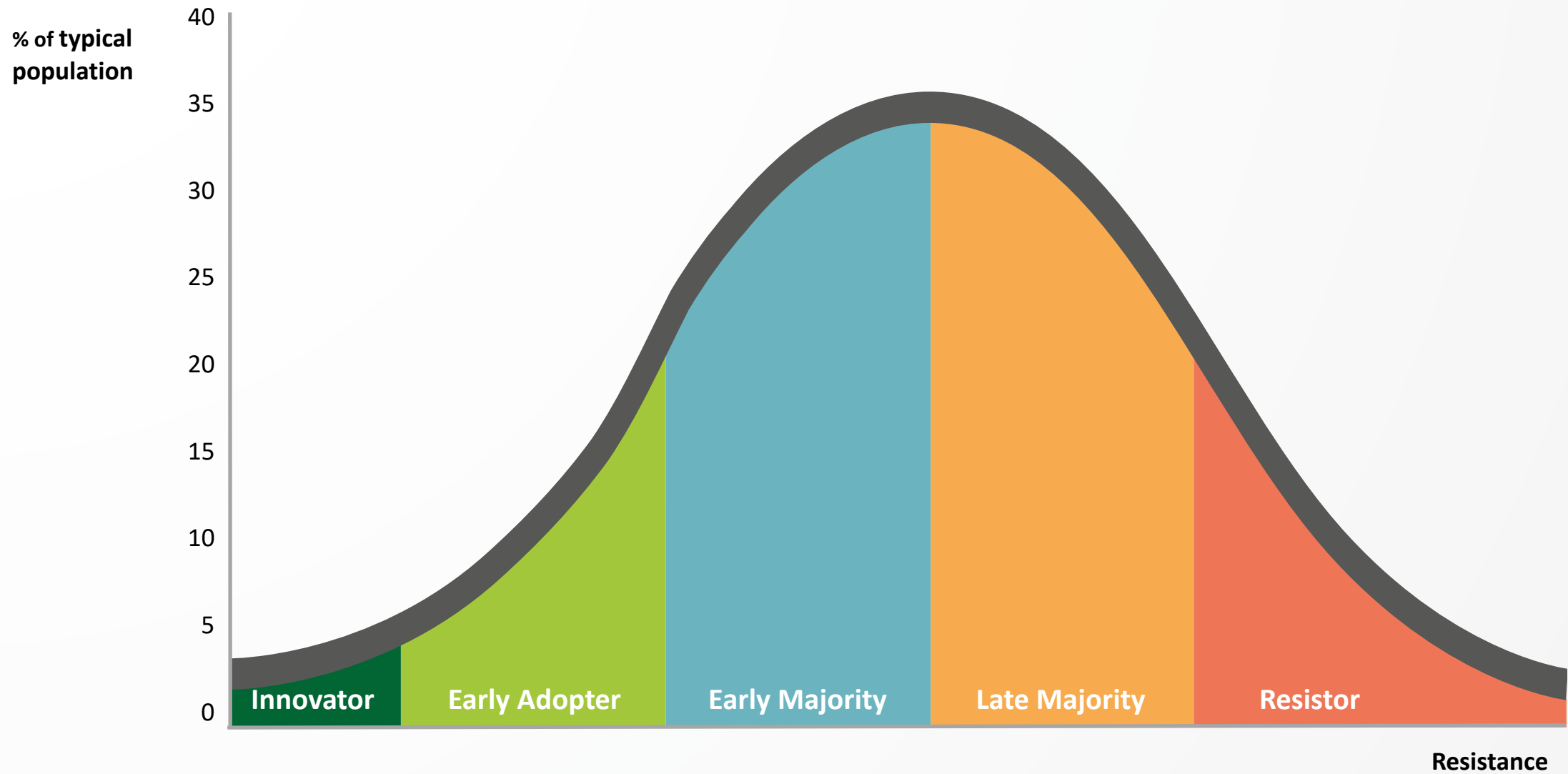
- **Who** they are
- **What** are their concerns and interests
- **How** we can effectively build trust and connection



Mendelow's Matrix



Diffusion of Innovation Theory



Adoption

**Typically
Expected**

**Typically
Experienced**

Time

