

lilture







Influence – to "flow through" Persuade – to completion If we want to influence and persuade our stakeholders, we have to understand:

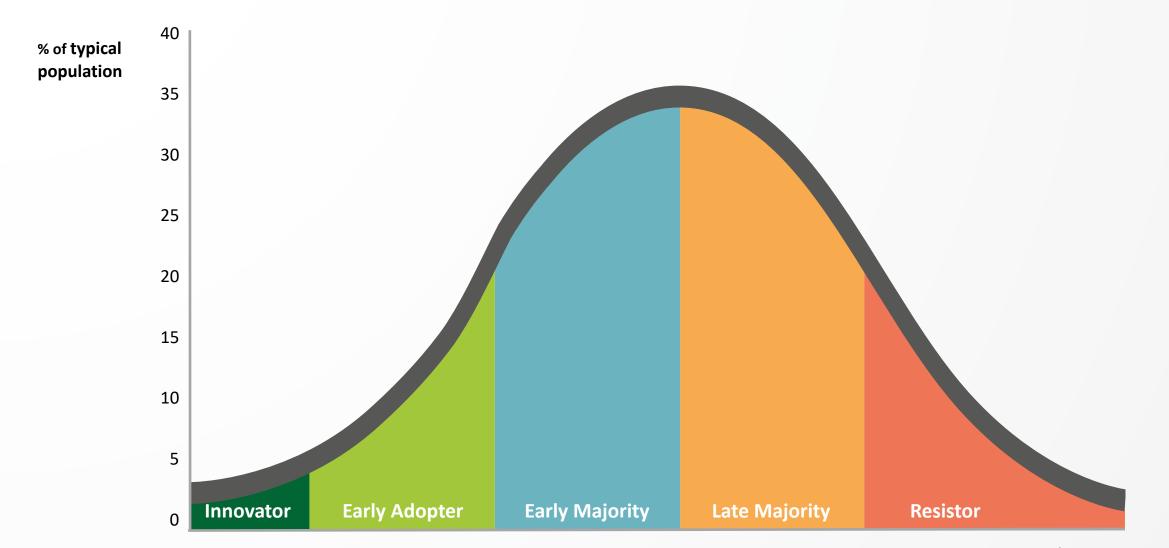
- Who they are
- What are their concerns and interests
- How we can effectively build trust and connection



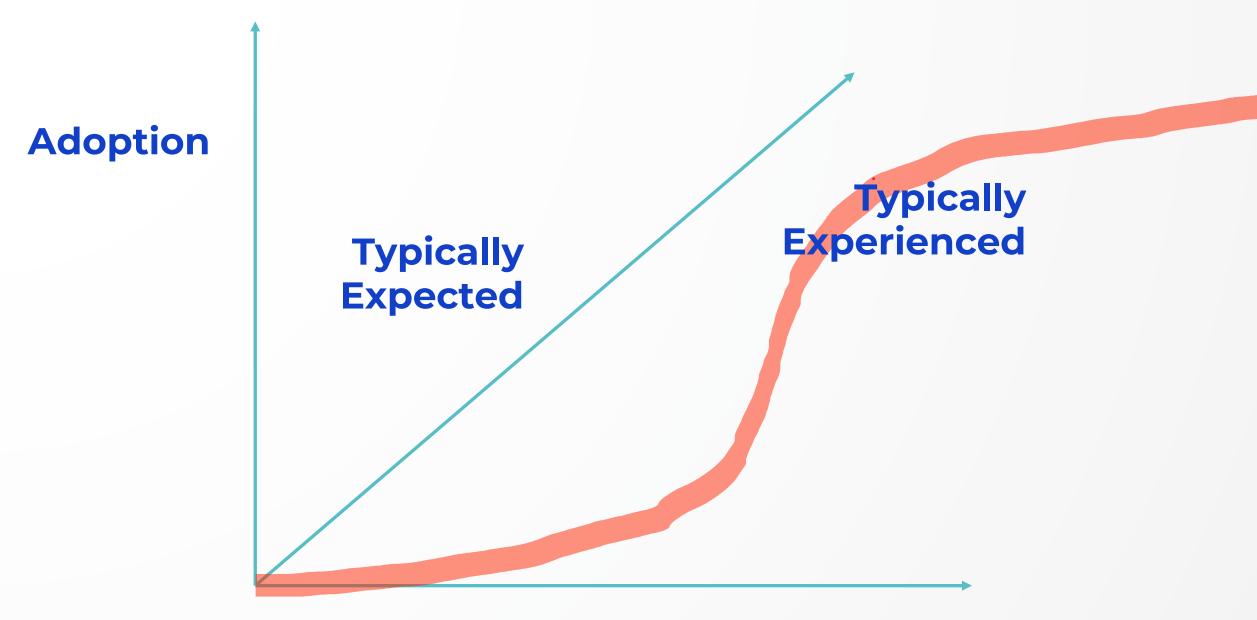
Power (Influence)	High power and low interest Keep Satisfied	High power and high interest Actively Engage Manage Closely
	Low power and low interest	Low power and high interest
	Minimal Effort	Keep Informed

Interest

Diffusion of Innovation Theory



Resistance



Time