

lilture







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

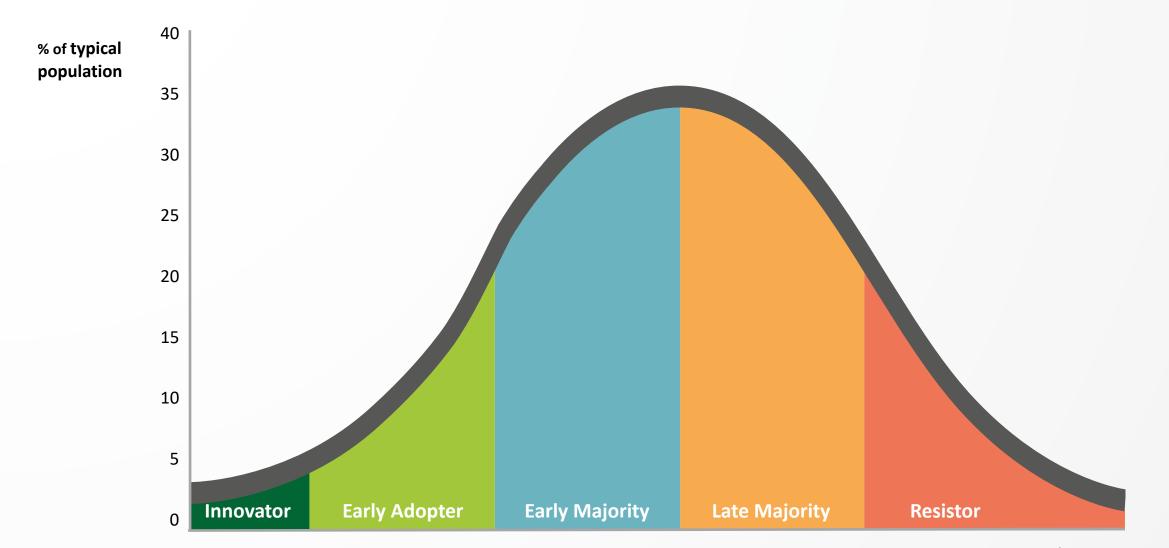
- Who they are
- What are their concerns and interests
- How we can effectively build trust and connection



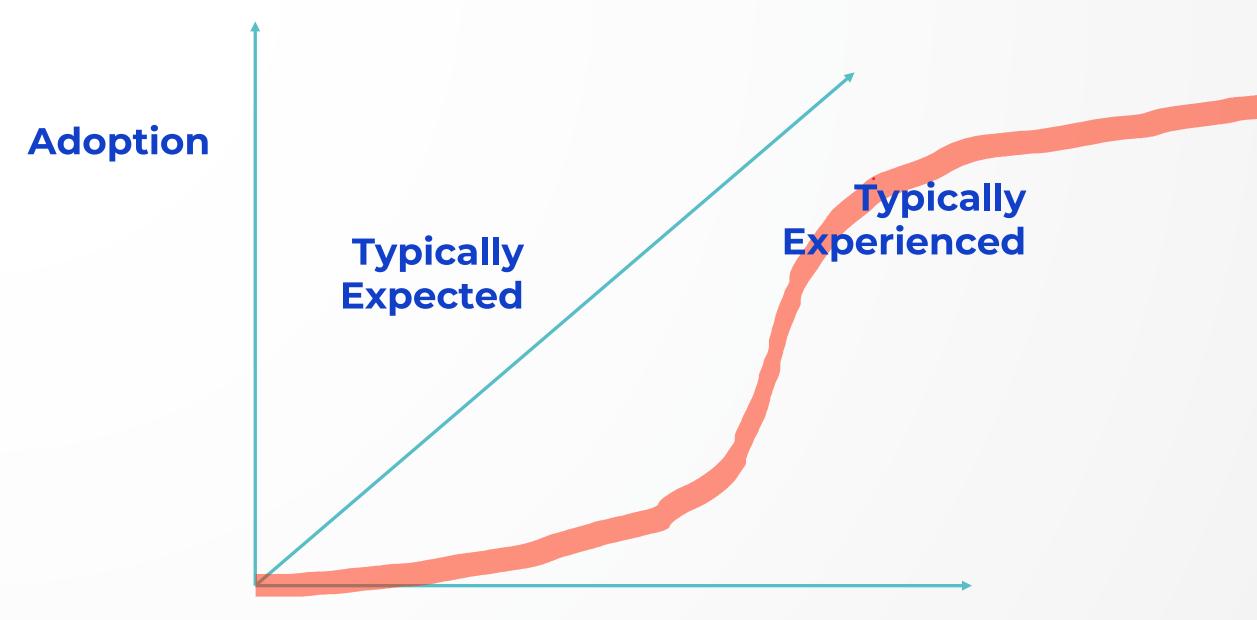
| Power (Influence) | High power and low interest Keep Satisfied | High power and high interest Actively Engage Manage Closely |
|----------------------|---|--|
| | Low power and low interest | Low power and high interest |
| | Minimal Effort | Keep Informed |
| | | |

Interest

Diffusion of Innovation Theory



Resistance



Time