



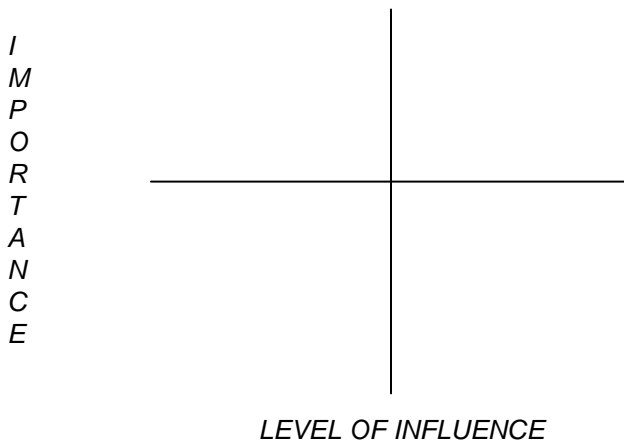
## *Do you know who your key influencers are?*

Key influencers are the people within or outside your organisation who can have a positive or negative impact on your success. Within the organisation they may be respected individuals who can capture the attention of people within their sphere of influence. Alternatively they may have an area of responsibility that is an enabler to your success. Externally they may be existing customers, newspaper reporters, politicians, local councilors or members of a regulatory body – people you may need to work with, have onside or positively influence in order to ensure your own success.

Establishing good relations with key influencers is vital to the success of your organisation. The challenge is often that there are a great many people who can have a positive or negative influence over your organisation but finding the time to spend getting to know or 'man-marking' them is often difficult.

**The following exercise will help you to prioritise your key influencers.**

Plot key influencers on the graph below in terms of their importance to your organisation and their level of influence. The higher they appear on the grid the more important they are to your organization, and you will generally find that senior managers and board members rank highly in importance. The further right people appear on your grid the more influence they have. You will be amazed at how often the people who you consider most important, aren't actually the people who have most influence. In a service industry who has most influence on the customer - the managers or the staff at the front end?



The people in the top right quadrant are critical to your organisation and therefore you must invest your time building relationships and understanding these people first. Get close to these people and stay close. Know what they are thinking and what makes them tick and consider very carefully the role they will play in marketing your organisation.



Don't forget the others. Those in the top left quadrant or the bottom right quadrant are either very important to you or extremely influential – so make sure you have a strategy in place to keep regular contact. It might be ok to have a less hands-on approach to those in the bottom left quadrant – that's your call.