

# Influencing the Influential

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## Identify

- ✦ Challenges
- ✦ Solutions
- ✦ Methods to Affect Change
- ✦ Venues
- ✦ Targets & Champions

# Influencing the Influential

Communicate – tell your story

- Expand your base
- Take your message to them
- Engage them in your forums

# Expand Your Base

Increase # of people carrying your message

↳ Identify allies and stakeholders

↳ Look for non-traditional

↳ Build bridges

↳ Educate on message

# Take Your Message to Them

Look for Opportunities to educate

- ◆ Constituent Meetings
- ◆ Conferences
- ◆ Luncheon Groups
- ◆ Legislative Committees
- ◆ Task Forces
- ◆ Staff & Informational Briefings

# Engage Them in Your Forums

## Host Educational Workshops

- ☑ Engage stakeholders and allies
- ☑ Seek sponsorship from utilities
- ☑ Build panels around issues
- ☑ Bring in experts
- ☑ Invite targets to participate

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