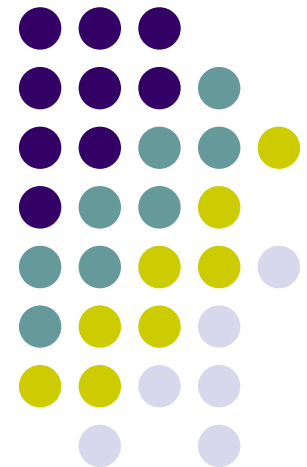


# “Building Influence-getting inside the tent”

Top tips - a “how to “guide





# First Principles

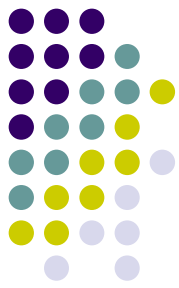
- **Be clear about your purpose, what do you want?**
- **Is it a “short term fix” or long term relationship?**
- **Think about who your audiences are?**
- **Set measure of “what a good outcome” is**
- **Be true to your organisations core values**
- **Accommodate on tactics not principles**
- **Be political not partisan**

# Dealing with decision makers



- **Build trusting relationships with both public servants and elected representatives**
- **Get to know by whom and how decisions are made**
- **Seek “insiders” or supporters to help you navigate thru committee structures**
- **Local decision makers facing competing and conflicting demands on their time and resources- be focussed**
- **Pitch as “experts” not supplicants!-decision makers are often generalists- you help them make better decisions**

# Getting your message across



- **Who do you know of influence- do a mapping exercise of your contacts and networks**
- **Seek support from them to open doors**
- **Target key faces; both official and political**
- **Emphasis your expertise as another reference point- the rhetoric/reality gap!**
- **Get seen as a key strategic partner assisting them meet their objectives**
- **Persuading others to carry your banner!**
- **Harness the key role of local councillors**

# Style and behaviours

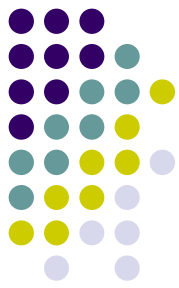


- Avoid “giving out” and “shroud waving”
- Establish human connections- remember decision makers are citizens too!
- Officials and elected members have different responsibilities- plan how and when to engage them
- Recognise that decision makers may have to persuade others to “let you in”- make it easy for them to advocate for you
- Have clear and crisp messages, with strong examples of your added value



## Case Study 2

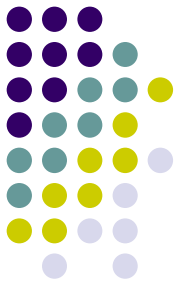
- **Long term conditions alliance- group of small vol orgs pushing for policy change and abolition of prescription charges.**
- **Campaign build alliances across different audiences of patients, clinicians, politicians, and press**
- **Operated at national level to influence policy but also at a local level promoting “expert patients” who helped shaped local service development**
- **When prescriptions were abolished, alliance was still powerful because its local networks were continuing to influence service models and seen as key experts**



# Case study 1

- **1994 local carers forum set up. Many others follow**
- **Scottish Parliament brings new policy opportunities**
- **National Carers Coalition set up to focus on absence of national carers strategy**
- **Scottish Govt wants to close key policy gaps**
- **Coalition pushes for and wins a national strategy hoping that this will raise it's influence**
- **However Govt changes with less priority for national strategies and more local decision making/taking**
- **Coalition local roots have withered and unable to take advantage of new political climate**

# Final thoughts



- Its funny, the more I practice- the luckier I get”