IOL Strategic Leadership Forum

Press, Publicity & PR

Developing an Influencing Strategy

lifecollege.org

Pre-message 1

Opportunities for Influencing in 2012

If profile and promotion are your aim, we have again created the Outdoor Adventure Week opportunity for 2012.

On the IOL website it will carry on going updates which you may add to and use.

The BBC 'Things to Do' site &, for 2012, 'The Olympic Spirit' audience & promotion opportunities are examples of useful outdoor promotional vehicles.

lifecollege.org

Pre-message 2

“Getting Noticed”

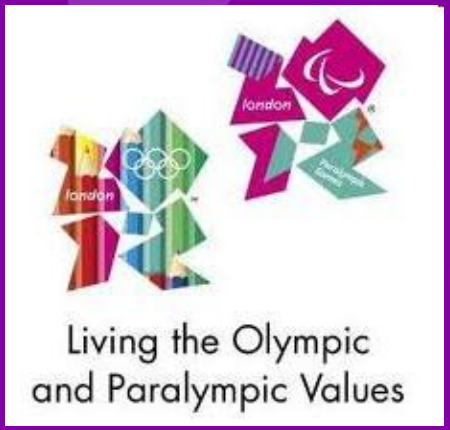
“Getting Noticed” is the annual IOL Media Day Training Day from which these slides have been taken.

The event will be repeated in 2012 as a webinar with a 40 page workbook. It will be down-loadable and can be used at any time with fully reproducable plans, forms, templates and guides. If interested contact IOL. It is asked that a donation be made. Citations from past participants are available.

Please watch out for further details or visit www.outdoor-learning.org or www.campaignforadventure.org

It uses the BBC ‘Things to Do’ site &, for 2012, the Olympic Spirit audience & promotion opportunities are linked to the media day promotions throughout OAW2012.

Enjoy your Press, Media and PR experiences….



lifecollege.org

What is Politics?

Politics…

"The art of persuading others to your point of view."

lifecollege.org

An Influencing Strategy Comprises:

- A clear picture of what is wanted
- A clear (and concise) message
- The correct audience
- The correct route to influence this audience

Creating your Influencing Strategy:

- What do you want to achieve?
- How can you say this in a way which will best influence your audience?
- Which is the best audience you can have?
- How can you best reach this audience in a way which will influence them the most?

The GaGa Effect

- ‘Lady Gaga’ is the single most effective PR machine currently operating. Her ten rules are worth a look/listen:

http://www.slideshare.net/jessedee/10-ways-to-be-a-marketing-genius-like-lady-gaga-4894115

SO….

- What do you most want them to know?
- Who do you want to know?
- Who/how can you best deliver the message/s?
- Your messages – keep them up to date
- Your tracking and evaluation – who has heard what and how?
- Follow-up and further work – driving the messages home.

Time Frames

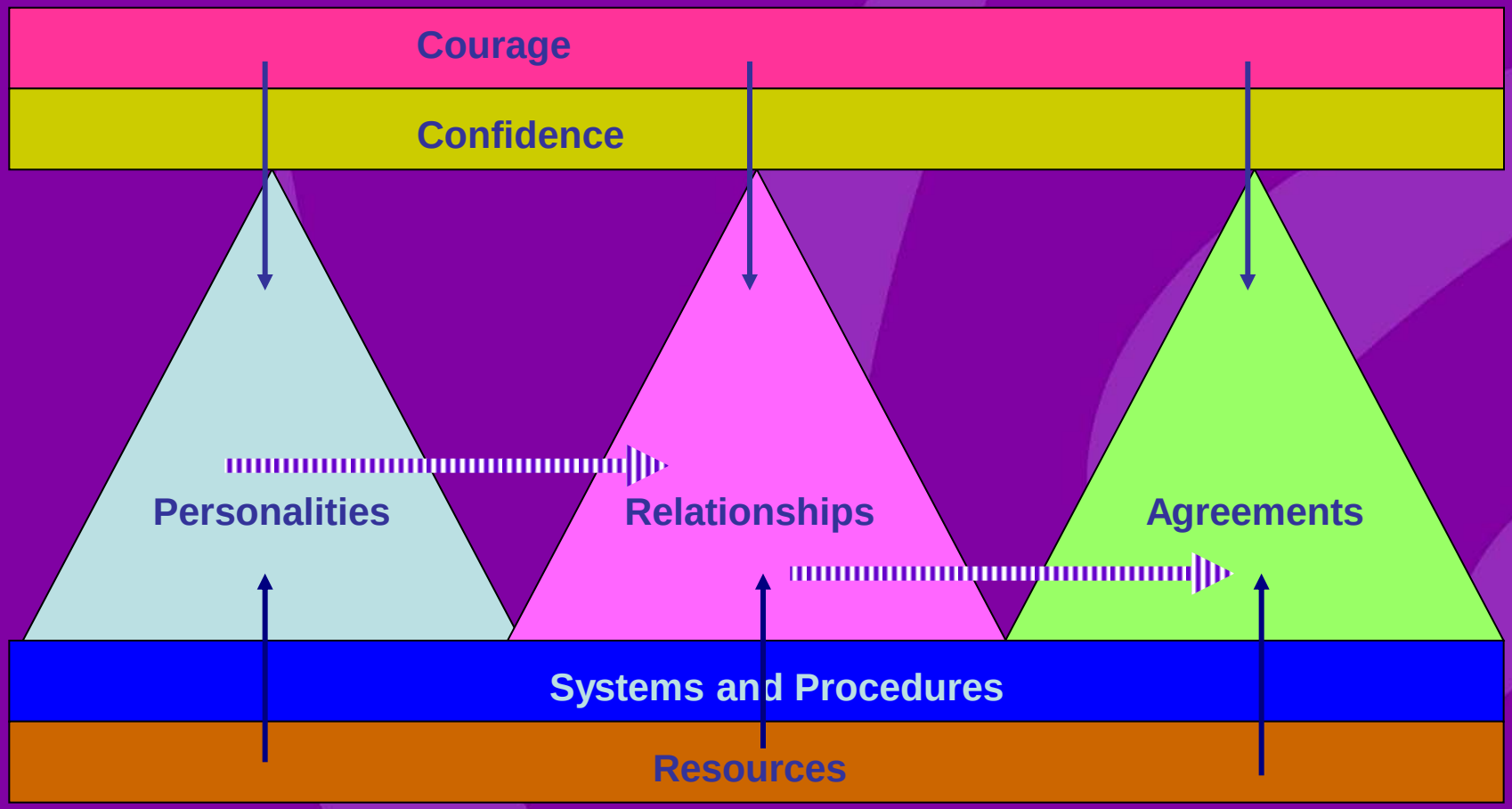
Short or Long Term?

Your plan will be hugely different depending on what your time-frames are.

First Impressions

- **Have a clear message at all times and keep it updated.**
- **If you have ‘an ask’, balance it with ‘a give’!**
- **Build the relationship – in creative ways.**

Six Blocks to Agreement



Transactional Analysis [Speaking their language!]

P

Parent to..?

P

A

Adult to..?

A

C

Child to...?

C

lifecollege.org

The 6 'Bricks' of Negotiation and Influence

We need to think in all these terms, yet the relationship is the vital first step. Do you really listen to those never met before or have no relationship to? [It is always worth adding credentials if credibility is part of the equation].

Communication

Personalities

Procedures

Relationships

Systems

Courage

Where would you draw the 'start-end' arrows on the above?

lifecollege.org

Beware ‘the bleat’

‘The bleat’ is the habit of some people to say the right thing to the wrong people and/or the wrong thing to the right people.

The term is a ‘check-yourself’ used in politics to ensure the right messages get to the right people, supporting informed change - less hot air and fewer time-wasters.

You will always need a plan….

A simple "Who does What, by When?" plan will ensure focus, timing, currency and responsibility. Write One!

Procession of Influence

1. Identify influence opportunity
2. Plan from afar
3. Create and analyse opportunities
4. Set up your strategy
5. Message/s & Audience/s?
6. Plan and use the 'Six Bricks'
7. Apply the influencing process
8. Keep reviewing: Plan>Do> Review>Apply> Plan, etc.
9. Keep control and use time well
10. Be creative and add opportunities
11. Keep the relationships growing and build golden bridges

lifecollege.org

Four final thoughts….

- ✓Find/Allocate/Be the Champion
- ✓No duplication – New is good
- ✓Prevent gaps/other priorities from spoiling your efforts.
- ✓Sacrifice - make it… your time, your priorities, you're worth it!

lifecollege.org