INFLUENCING WITH EASE & IMPACT: YOUR TOOLKIT

#1. STUDY YOUR STAKEHOLDERS

Who are they?

Why should they care?

What keeps them up at night?

Where could they resist or have questions?

How can you help?

#2. BUILD THE STORY

What:

So What:

Now What:

#3. ENVISION SUCCESS

What does success look, sound and feel like?

What's your Why?

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