

Can You Hear Me Now?

*Influencing Policymakers to Hear Your
Call For Increased Support*

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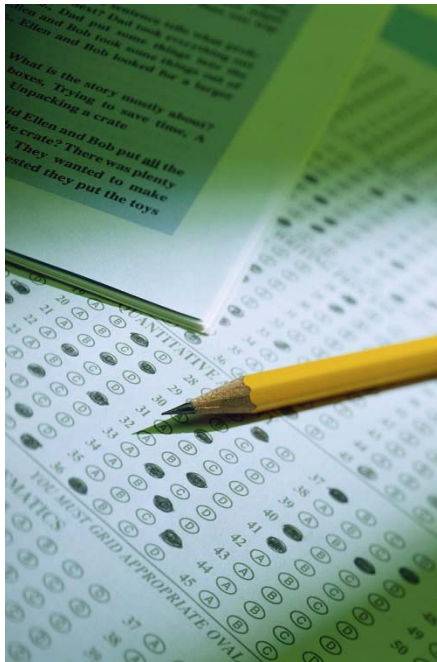
Learning Objectives

- Explore opportunities for “educating” policymakers

OR

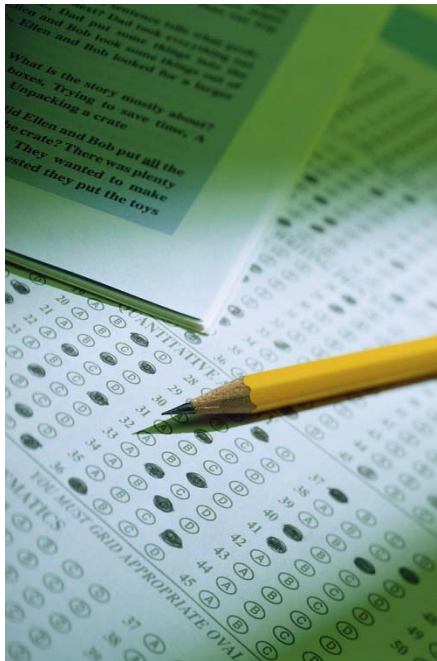
- How to “arrange” for them to say “yes” not by changing the merits, but your presentation

Pre-Test



- If you have two options to present to a policymaker, which should you present first – the more costly or the less costly?
- If you have a piece of legislation that has both pros and cons, when should you present the cons – early or late in presentation?

Pre-Test



- To “arrange” for someone to like you and want to cooperate with you, what is the single most powerful thing you can do before you try to influence them?
- If you have a new piece of information, when should you mention that it is new – **before** or **after** you present the information to your audience?

Science of Influence



- Getting what you ask for
 - Scientific rules that govern human behavior
 - 3 types of people
 - 6 universal rules
- Long-term gains are more important than short-term rewards

Source: Influence: The Psychology of Persuasion





It is springtime & I'm blind.

3 Types of People

- Smuggler
 - Uses influence illicitly
- Bunglers
 - Ignores the legitimate influence opportunities
- Sleuth
 - Detects the influence opportunities that occur naturally



Source: Influence: The Psychology of Persuasion

Principle 1: Reciprocation



- How it works
 - People believe that a favor must be repaid
- How to spot it
 - Politicians giving favors; Stores offering samples
- What does this mean for Advocacy?
 - Properly done; it builds beneficial relationships
 - Always be the first to give

Principle 2: Scarcity



- How it works
 - Products and opportunities seem more valuable when the supply is limited or exclusive
- How to spot it
 - Diversion from attention to desirability to the threat of losing an opportunity
- What does this mean for Advocacy?
 - What can't you get unless you partner with us?
 - People are more motivated by loss than gain
 - Never underestimate "advance copies" - share exclusive information first

Reflection #1

- In what ways do you or can you build effective relationships with policymakers?
- What do you have that is important to policymakers?

Principle 3: Authority



"I know nothing about the subject,
but I'm happy to give you my expert opinion."

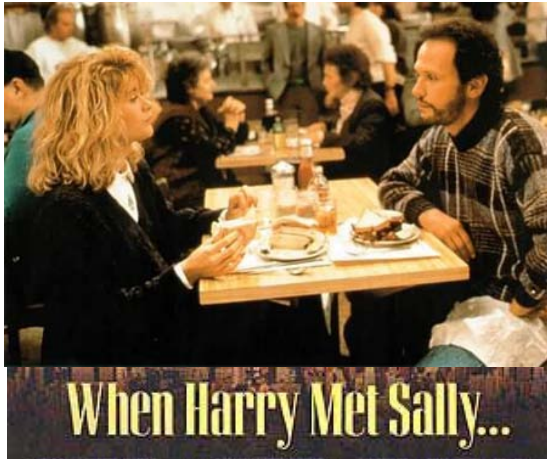
- How it works
 - People defer to authority
- How to spot it
 - An “authority” need not be a true authority – think about the persuasive power of titles like doctor or judge, fancy suits, and expensive cars
- What does this mean for Advocacy?
 - Leverage authority through your science and volunteers
 - Always present pros & cons – you will be more trusted

Principle 4: Consistency



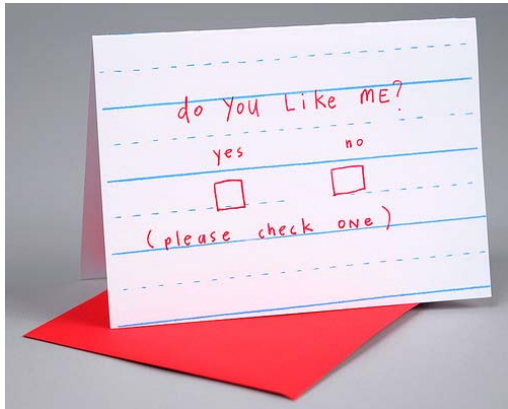
- How it works
 - People feel that they should be consistent – even when it no longer makes sense to continue
- How to spot it
 - A person gets another to make a small commitment, knowing it is easier to get approval for larger requests eventually
- What does this mean for Advocacy?
 - Start small and build – get support for the small bills even if you don't need them; they are more likely to support you later
 - Do detective work on legislators – how does your piece of legislation support their values or previous votes?

Principle 5: Consensus



- How it works
 - People often decide what is correct based on what other people think. When people view those others as similar to themselves, they are more likely to follow their lead.
- How to spot it
 - Sitcom laugh tracks, Tip jars, Infomercials
- What does this mean for Advocacy?
 - The power of numbers – Grassroots network
 - What are other states or countries doing?
 - Make it easy for them to support you

Principle 6: Liking

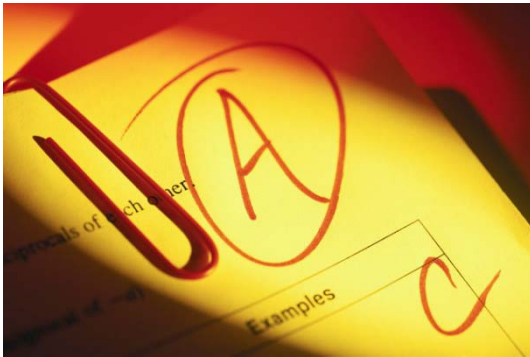


- How it works
 - People prefer to comply with requests from people they know and like
- How to spot it
 - Charities get people to canvass their family and friends
- What does this mean for Advocacy?
 - Do your homework; liking flows from positive connections – similarities, compliments, cooperative efforts
 - Understand their “tough job”

Reflection #2

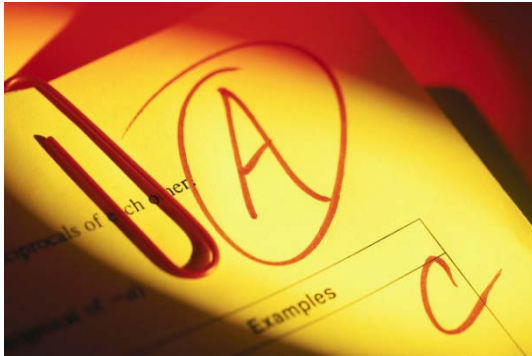
- Who is or who could be your best advocate(s)?
- How can you be more consistent with policymakers?

Post-Test



- If you have two options to present to a policymaker, which should you present first – the more costly or the less costly?
- If you have a piece of legislation that has both pros and cons, when should you present the cons – early or late in presentation?

Post-Test



- To “arrange” for someone to like you and want to cooperate with you, what is the single most powerful thing you can do before you try to influence them?
 - Like them
- If you have a new piece of information, when should you mention that it is new – before or after you present the information to your audience?

How to work with policymakers?

Start small and build

5 “Cs” of an Exceptional Meeting

- Compelling - Tell a story
- Clarity - Be focused and clear
- Consistency - Connect to their interests
- Conversation – Allow for dialogue
- Close – Include a direct request

More about Suzanne

Managing Director, Social Impact Architects

National Member

Board Member, Social Enterprise Alliance

Consultant Member, Society for Organizational Learning

Research Fellow, Center for the Advancement of Social Entrepreneurship at Duke University at the Fuqua School of Business

Local Leader

Dallas, Texas - Texas Social Innovation Initiative, Dallas Social Venture Partners, & Social Enterprise Alliance DFW Chapter

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Durham, NC – Bull City Forward (Social Innovation Initiative) & Social Enterprise Network of the Triangle

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