Your sphere of influence and how to use it

Profile-raising toolkit

When you're working to drive change for occupational therapy, your sphere of influence is one of your most powerful tools. This guide helps you map out who you know, understand the kind of influence they hold, and plan how to engage them effectively.

Use the table on page two to capture your contacts, tailor your approach and track your progress, this will help you build momentum and make your message count.

1. Who do you know, and who knows you?

Start by listing people you already have access to or credibility with. Think about your professional, community and personal networks.

* Professional contacts (for example colleagues, managers, commissioners)
* Community connections (for example councillors, voluntary sector partners)
* Networks (for example RCOT Communities, forums, interest groups)
* Personal contacts (for example friends or family in relevant sectors)
1. What kind of influence do they have?

Categorise your contacts to help tailor your approach.

* Decision-makers: can shape policy, funding or services
* Gatekeepers: control access to decision-makers or platforms
* Amplifiers: have reach (e.g. social media, newsletters)
* Allies: share your values and can support your message
1. How will you reach them?

Think about how you'll engage each contact.

* What do they care about?
* How does OT help solve their challenges?
* What campaign materials could you share?
1. Your sphere of influence - and how to use it
* What's your call to action?
1. What's working?

Keep track of who you've contacted, what you shared and any responses. This helps you learn what's effective and build momentum.

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| Who? | What’s their role? | What category are they?Decision-maker / Gatekeeper / Amplifier / Allie | How can you reach them? | What action will you take? | Progress notes |
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