



## Primer on internal networks

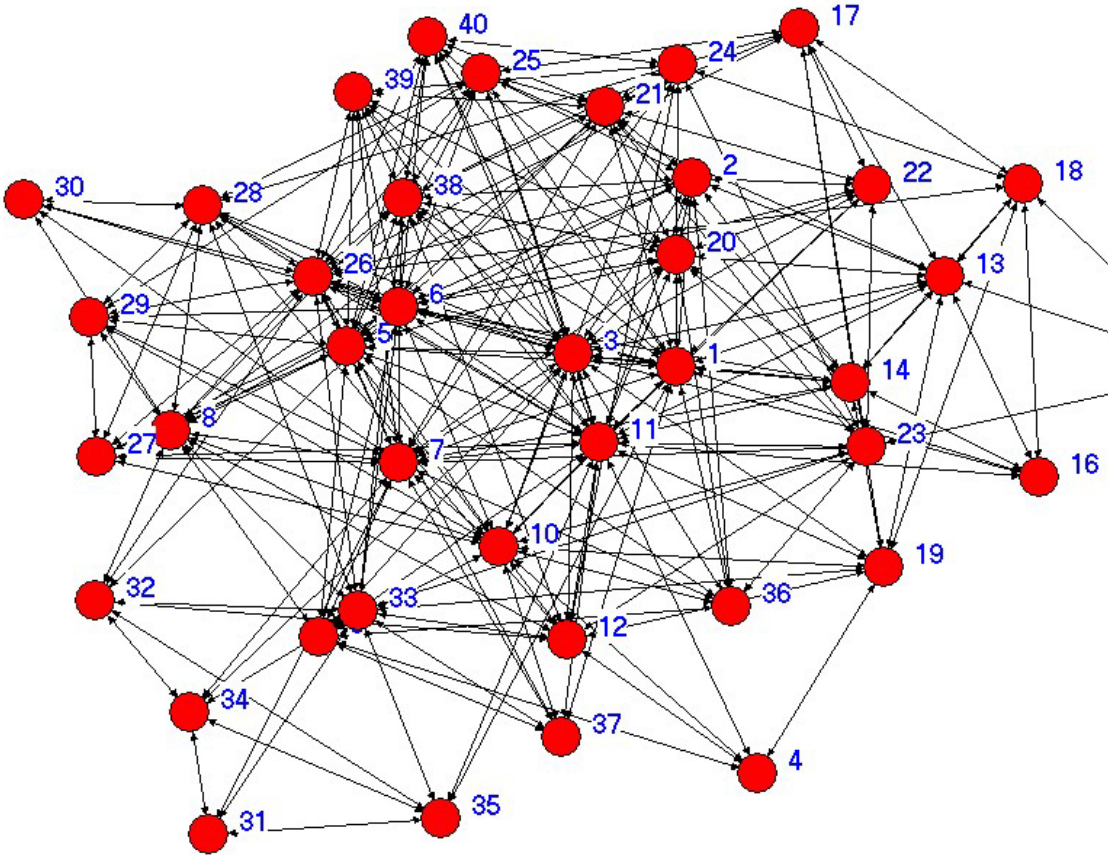
# Why do you need to engage internal networks in sustainable agriculture initiatives?

Effectively convincing and telling **key stakeholders** to take action

- Why me?
- Why now?

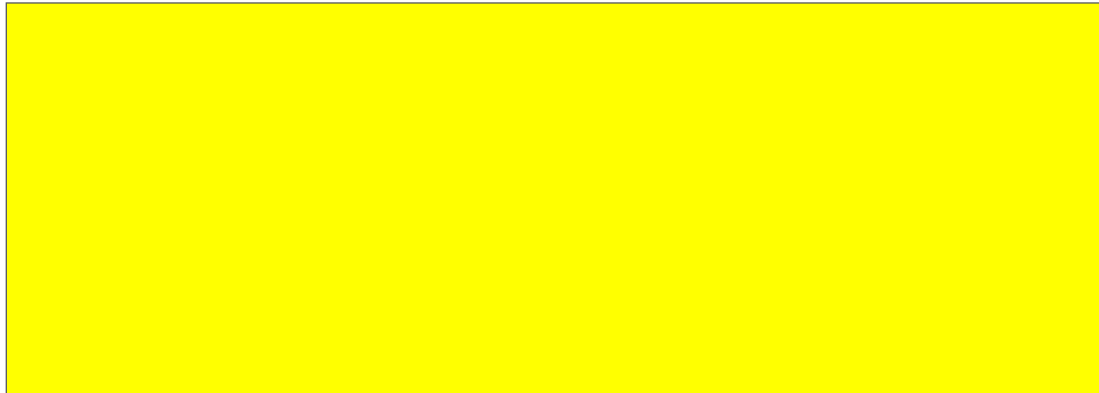


# How will you reach these key stakeholders?



## What are you trying to achieve?

Think of one sustainable agriculture initiative that you plan to achieve over the coming year



# What are the different types of networks?

- **Work networks** – exchanging information to get business-as-usual done
- **Expert advice networks** – solving problems and providing technical information
- **Strategy** – developing and building a consensus about strategy
- **Innovation** – launching new products or services or improving business processes
- **Decision making** – people who play a part in key decisions
- **Trust or social networks** – sharing political information and backing each other during a crisis



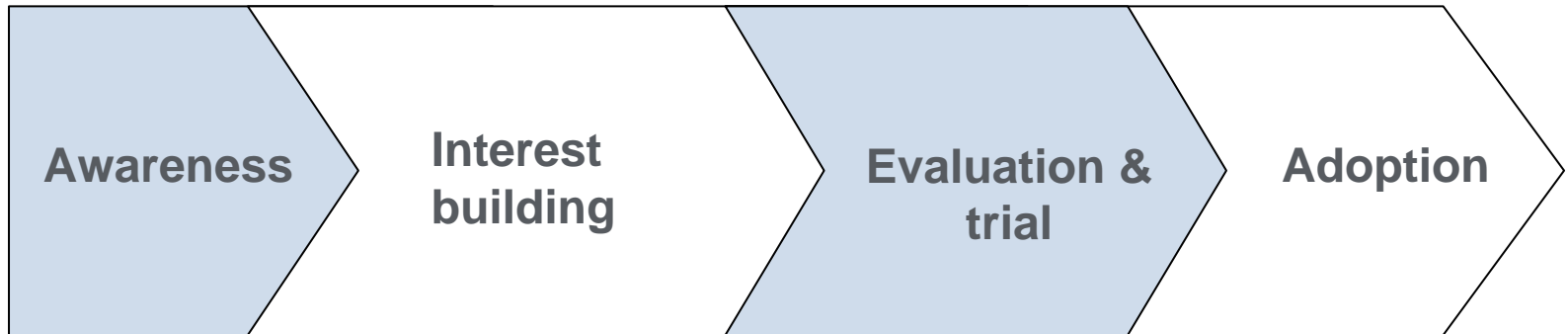
# Who are the key stakeholders that you need to convince to get your sustainable agriculture initiative executed?

## Step 1

- Which strategy makers?
- Which key decision makers?
- Which experts?
- Which people involved in innovation?
- Which people will you need to actually do the work?



# What do you want from them?





# Are these key stakeholders for or against your initiative?

**Step 2**

Level of influence on outcome and willingness to use that influence

Yes

No

**Doom Merchants**

**Nuisance Resisters**

**Bystanders**

**Supporters**

**Quiet Enthusiasts**

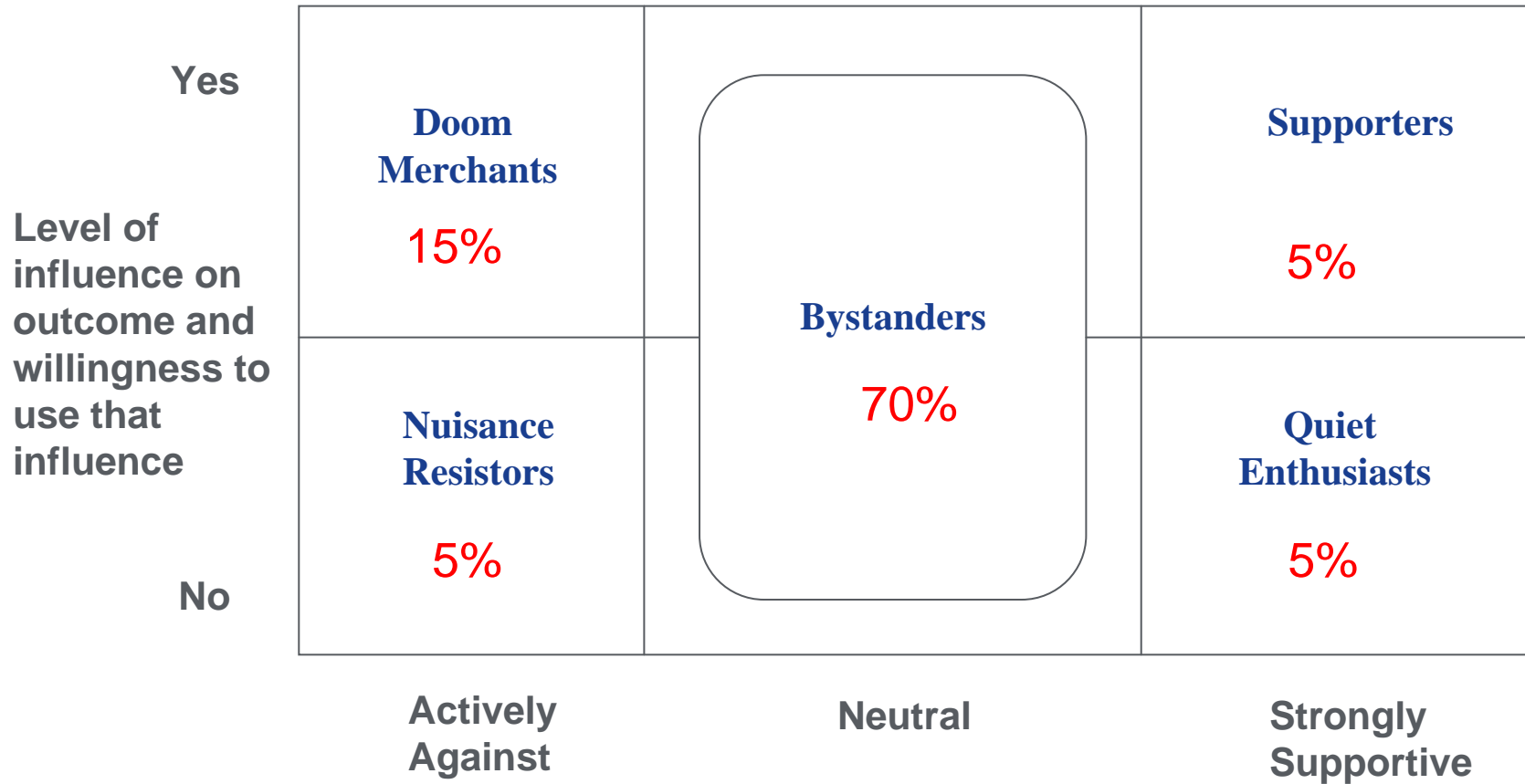
**Actively Against**

**Neutral**

**Strongly Supportive**

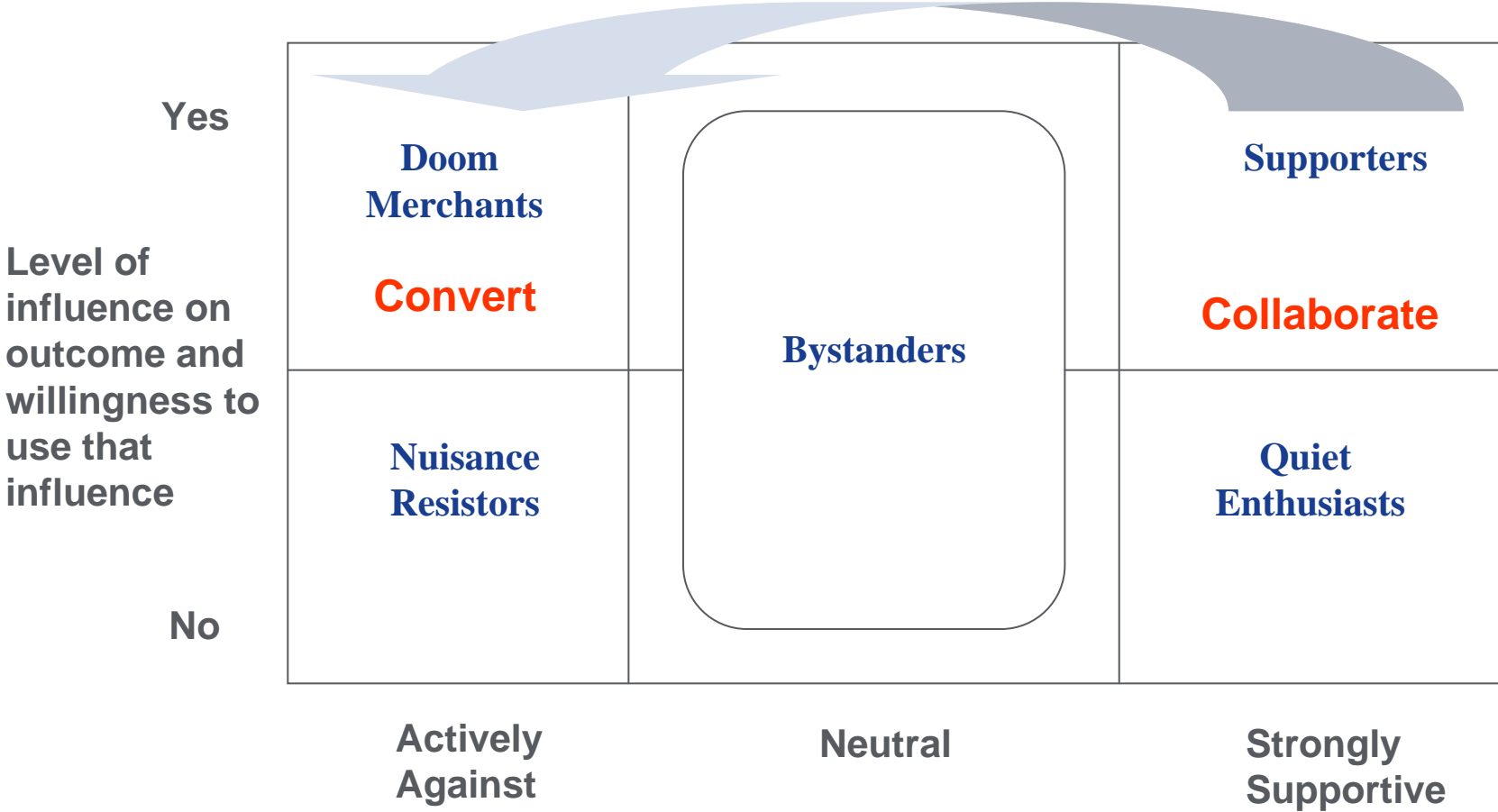


# Typically we start an initiative like this

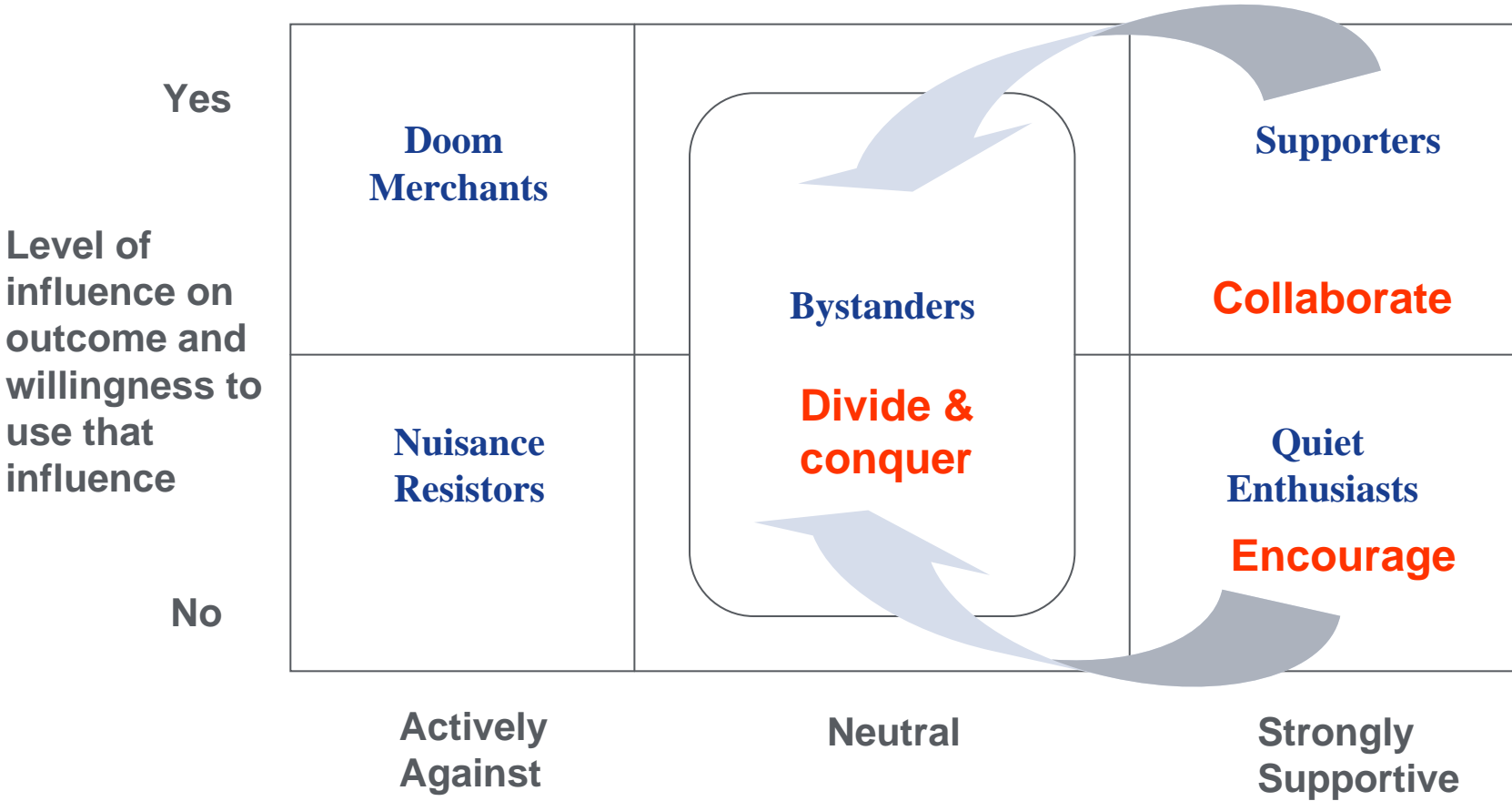


Typically 5-20% of stakeholder are key

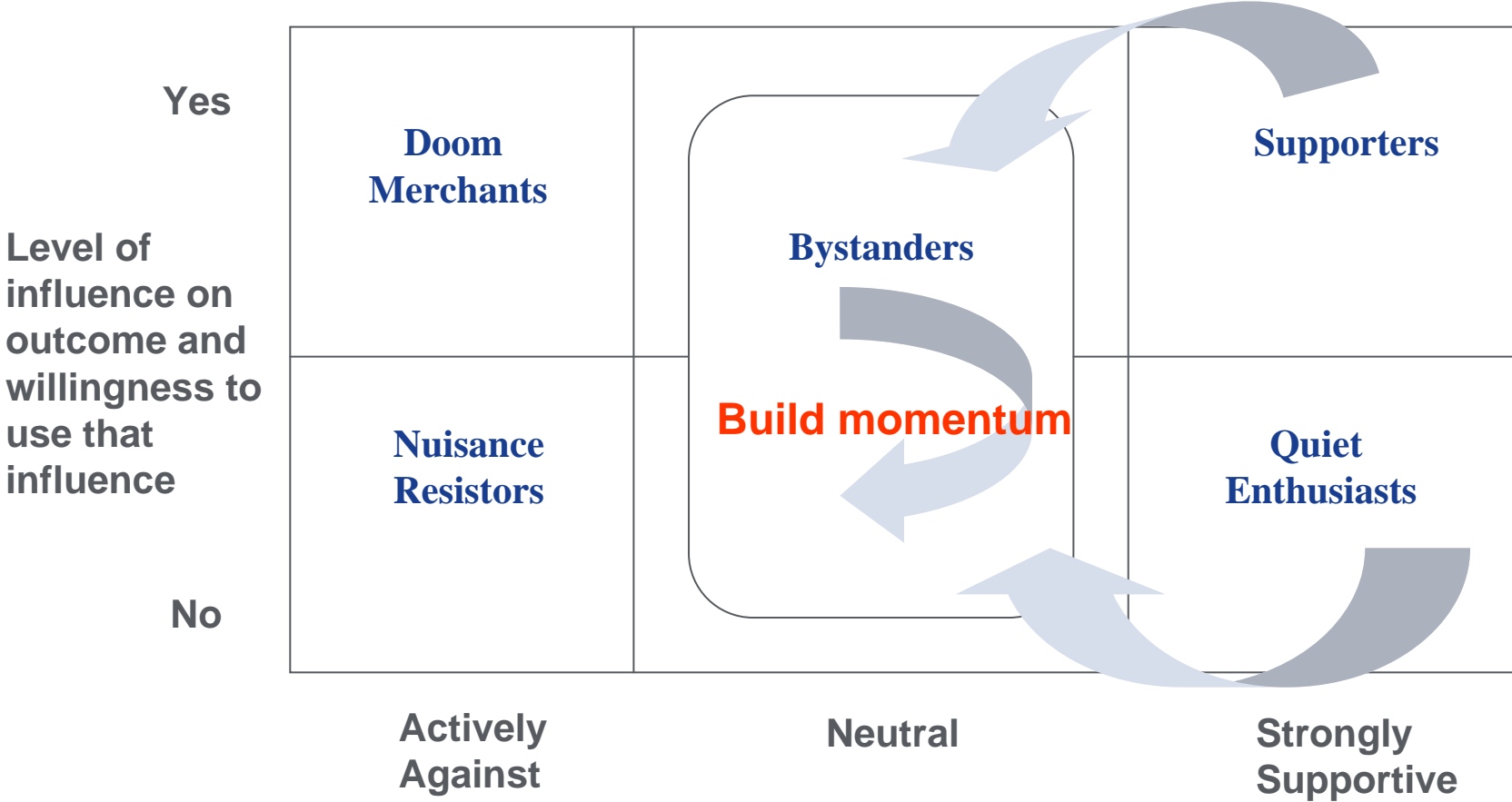
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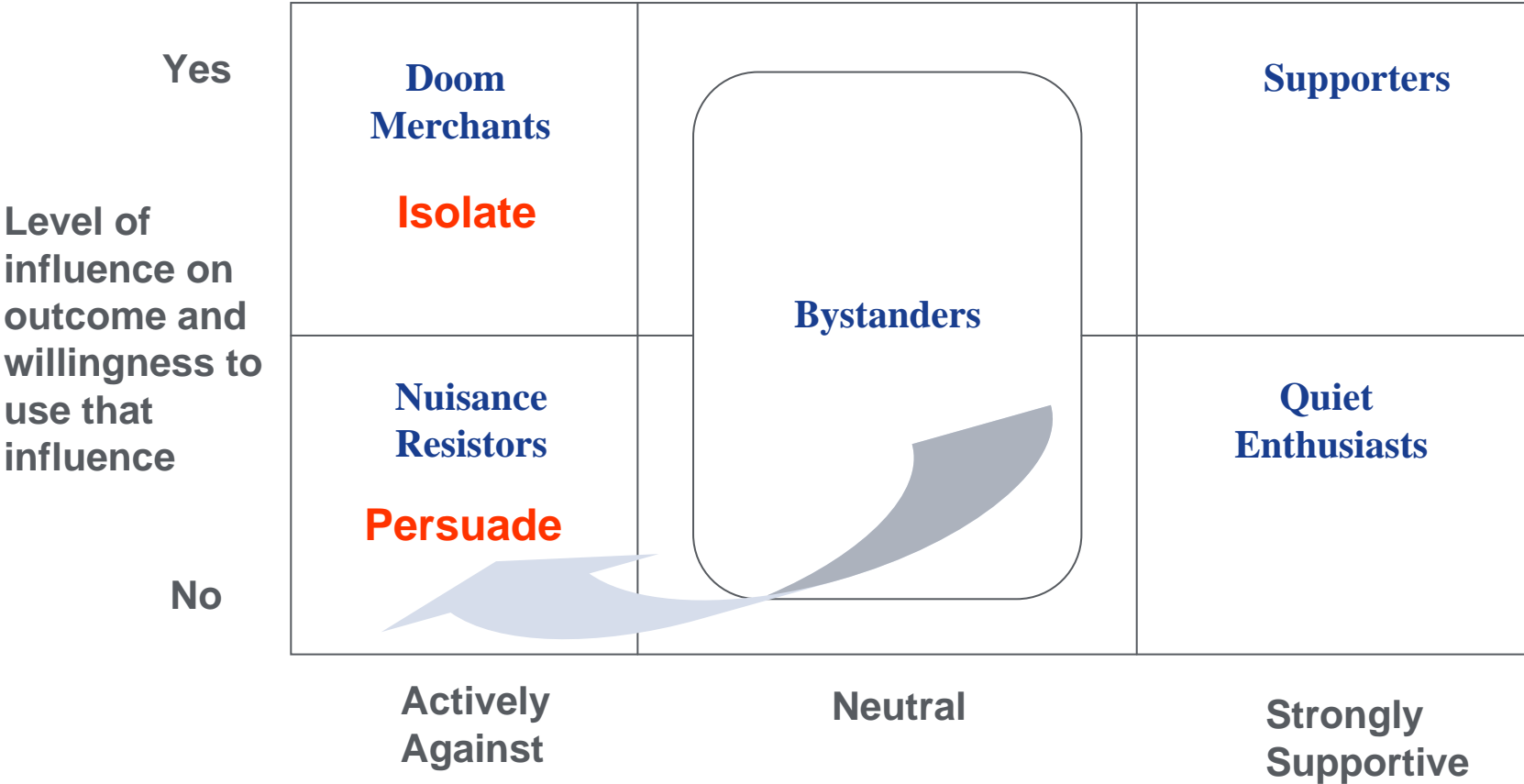


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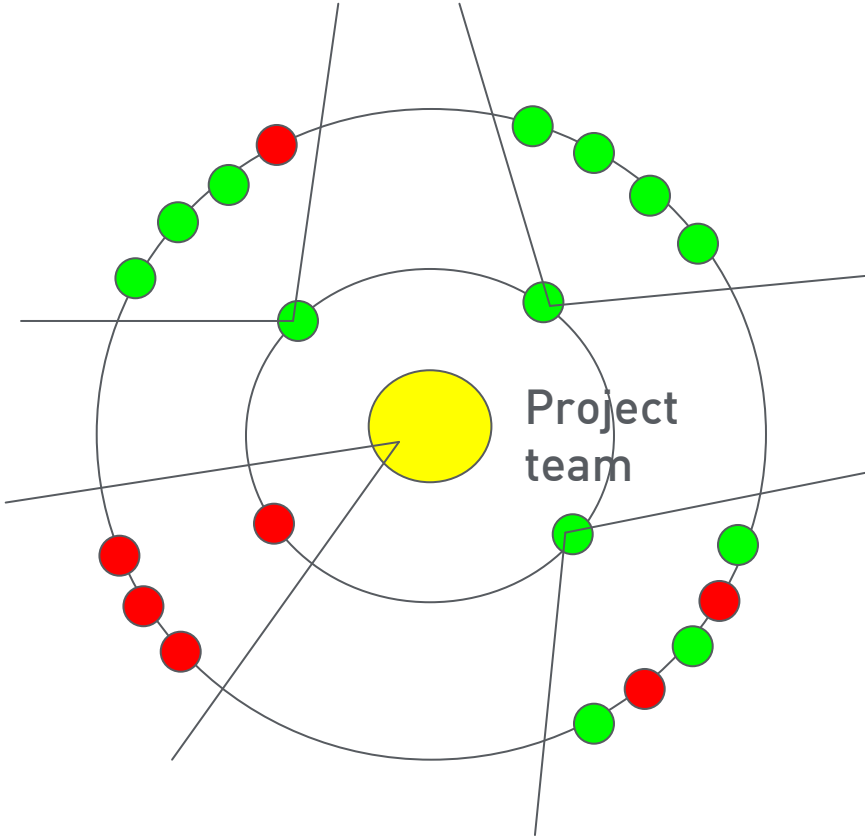


# How do you use your networks to pull everyone over the right hand side?

## Step 3



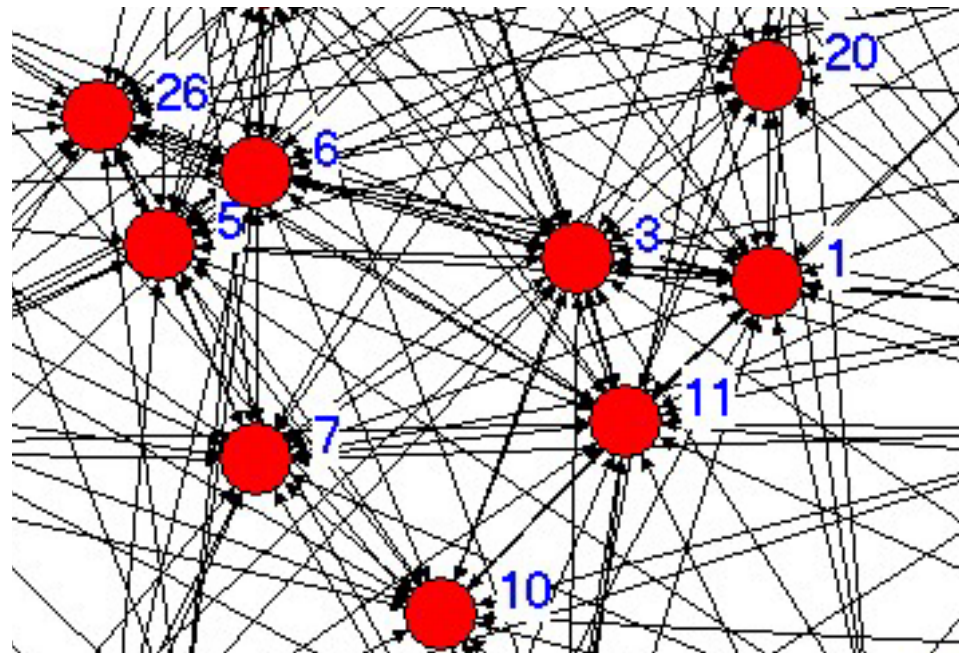
# Use your networks to find the right people to go to stakeholders



- How can we leverage our supporters?
- Who do the stakeholders respect?
- Who will be most effective?

# Feed the network hubs

- Huge amounts of information pass through here
- These people are central within the network
- Often have “weak ties” into other strong networks
- May or may not be influential

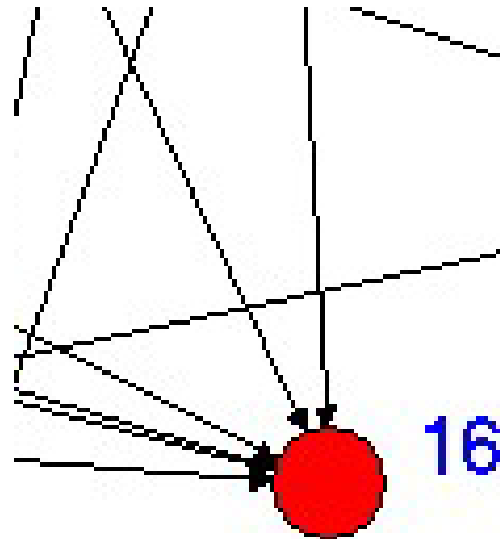




# Get around the gatekeepers

## Step 4

- Some people only absorb information
- They create structural holes
- Work out how to get around them by adding links



# Building your influence networks

- Do something to get your strategic network started
- Remember its less a matter of skill than of will...so allocate time 20%?
- It's a skill that takes practice
- Set goals and move through them one by one
- Map progress and celebrate success

**What are your next networking steps?**