

SPHERE OF INFLUENCE



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WHAT IS YOUR SPHERE OF INFLUENCE?

Your sphere of influence is all about identifying the key people internally, in your organisation, as well as externally, in the wider business community, who have an influence on what you do and what you achieved. The converse to this is that you also play a role in influencing those people as well, therefore the relationships you hold with each needs to be taken into account. The level of direct interest and the level of influence people have will dictate the kind of approach you take, the amount of time you dedicate to those relationships, the communication style you use and the key messages and decisions that will be important to you.

WHY IS IT IMPORTANT TO PAY ATTENTION TO YOUR SPHERE OF INFLUENCE?

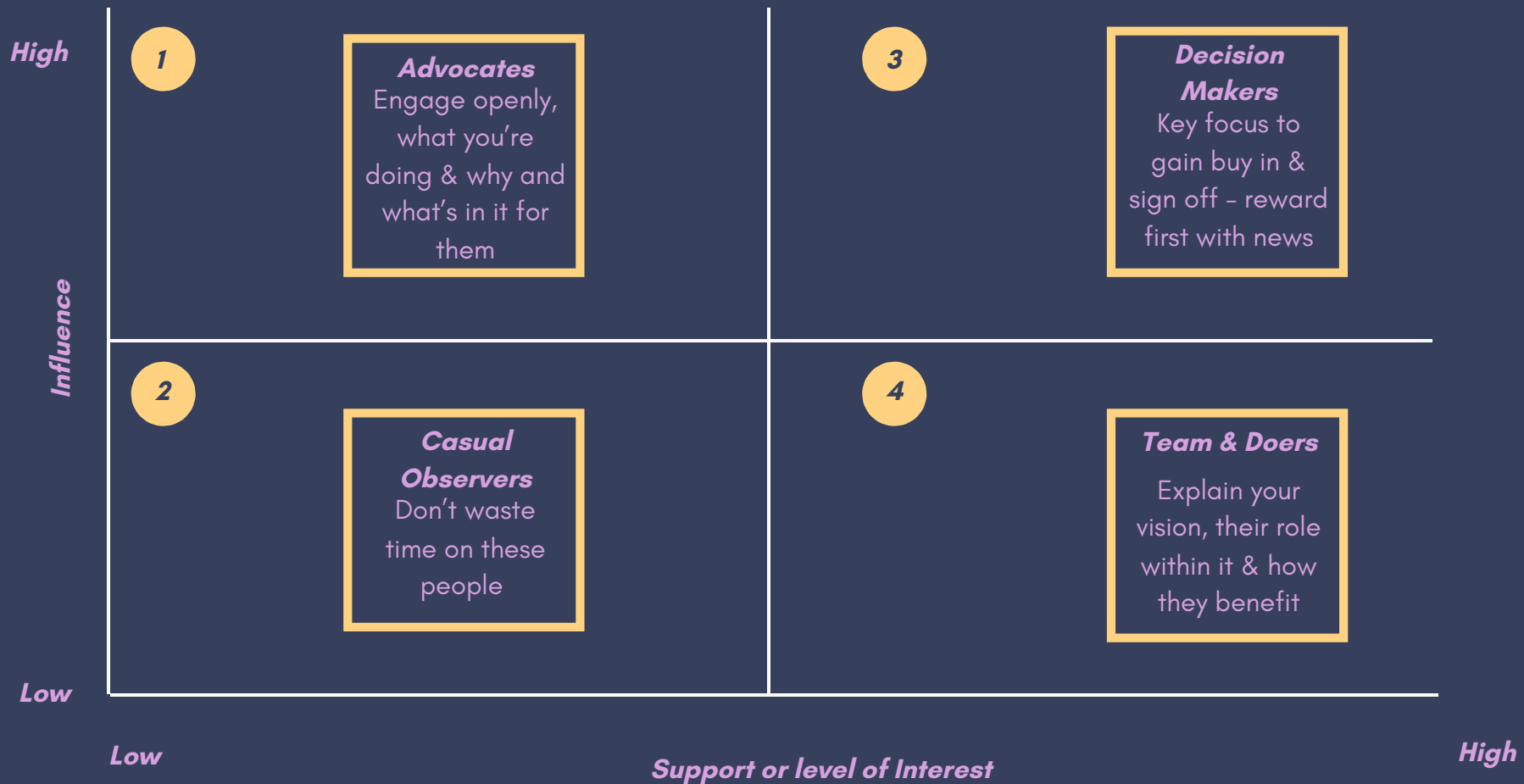
Quite frankly, whether you're leading a team, running a huge corporate organisation or starting & scaling up your own business, it's all about people and relationships. Some relationships go deep, whilst others are more superficial or fleeting. At the end of the day people do business with those that they know, like and trust, therefore nurturing relationships is a critical part of any leader's role. The key is to also differentiate between different groups of stakeholders so that you can engage accordingly. Each relationship is unique and different therefore it's important to pay attention to the details. By taking a conscious approach you will be much more focused on how you manage all the key stakeholders, internally and externally, as well as identifying any specific gaps or areas where you need to adjust your style and approach.

Once you have created your sphere of influence then you will be much more focused on the different stakeholder groups that you have in your sphere of influence. This will allow you to proactively manage those relationships and also to use this as a basis for a networking strategy.

4 BOX SPHERE OF INFLUENCE

The four box matrix allows you to map out the key people in your sphere of influence into 4 different quadrants.

The vertical axis shows the level of influence that people have in your life/career/business and the horizontal axis shows the level of support/level of interest they have in you and what you are trying to achieve





GUIDELINES FOR CREATING YOUR SPHERE OF INFLUENCE

To help get you started in creating your own sphere of influence here are some handy guidelines for you:

- Take some time to map out all the names of the key stakeholders that you have in your sphere of influence within each of the 4 quadrants. Feel free to use the excel template to help you do this
- Note down what % of your time you are spending on each quadrant
- Then decide what % of time you should be spending on each quadrant
- Note down your observations for each of the 4 quadrants – eg what’s the form of communication you mainly take with each (in-person, email, phone, WhatsApp), are there any gaps in your sphere of influence, any blockers that you face in communicating, how do you feel emotionally when communicating with each group, are there any external stakeholders missing off your sphere of influence map
- Specific actions you are going to take with each quadrant to ensure you are maximizing your sphere of influence and engaging with the important stakeholders that you have
- Note down any general observations and overall actions related to your sphere of influence and stakeholder engagement



KEY QUESTIONS FOR YOU TO CONSIDER

As you create your sphere of influence to get the most out of the exercise and ultimately the relationships and networking that you will do, it's important to challenge yourself. To do this here are some key questions for you to ask yourself as you go along:

- In the org structure you're in how does your sphere of influence relate back to that?
- How has your sphere of influence shifted as a result of a change in your role and/or any changes to org structure?
- Who are your top 5 people/roles that you must prioritise building excellent relationships within the new structure?
- Does your sphere of influence and approach to stakeholder engagement help you deliver the huge parts of the strategy you are responsible for?
- How are you engaging with other departments to gain credibility, trust and to ensure you deliver ?\
- Is your profile high enough to engage with the key stakeholders to gain buy-in?
- Where, as a team, with your colleagues can you represent each other?
- Do you have the influence and profile to able to deputise for your boss in key meetings and represent the whole of the department/division/business?

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