Key Influencers Worksheet

1. Who has the ability to drive your journey to excellence forward in your organization?

2. What is the primary motivator for that individual?

3. Craft an approach that incorporates the appropriate message for that person.

   a. Introduction – **State the purpose** of the discussion

   b. Primary motivator – **State the outcome** in a way that will resonate with him/her based on their key motivator

   c. Clearly **state what you believe a positive course of action would be** to help them achieve their goals

   d. **Ask for a specific commitment or agreement** to accomplish the next step, such as attend a power tools session, meet with a representative of GCPE to discuss further, etc.