

//////THE INFLUENCE CANVAS

This canvas is designed for individuals to be used either for their own personal development or to help an organisation they are involved with. It works both ways.

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| NAME: Your name (and your organisation name if you are completing this canvas for one). | INTENTION: Note the success you are looking for. Complete the sentence, 'I will use my influence to...' |
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| PURPOSEFUL | My purpose: This is your 'why'. It sits at the intersection of three circles - what the world needs, what your passions are, what you're great at. (Use the 'Purpose Finder Tool' if helpful). | | |
| PERSONAL | Primary audiences: Identify the target for your communications. Use the 'Audience Profile Tool' to understand their needs and touch points. List what you want them to <i>think, feel & do</i> . | Secondary audiences: List the key stakeholders and what role they will play (whether they provide 'access' to your primary audiences and other opportunities, or 'influence' over your primary audiences). | |
| DISTINCT | Vision: Your future vision / the peak of the mountain you're aiming for. | Values / Behaviours: The qualities that steer you and how these are evidenced by your everyday actions. | Essence & Value proposition: Your offer and how this turns your audience's pains into gains. Expressed as a strapline (essence), a short descriptor and / or a longer overview. Cover <i>why, how & what</i> . |
| | Mission: What you'll do to achieve this vision / the steps you'll take up the mountain. | | |
| ACTIVE | Objectives / Plan summarised: Turn your ambitions into SMART objectives or simply strategically summarise your intended actions. | Commitments: List the time & effort you'll put in - your weekly rhythm and your output targets. Also list the support (assistance & resources) you'll need if possible. | Channels (OSEP): Map where you'll be active across the <i>Owned, Shared, Earned & Paid</i> channels, and list the functions of each example. |
| SKILLED | Skills audit: List the skills you'll need to make your plan successful. Give each skill two scores - one for current competencies, one for intended competencies next year. Use the book to build your skills. | | |

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| PURPOSEFUL | My purpose: | | |
| PERSONAL | Primary audiences: | Secondary audiences: | |
| DISTINCT | Vision: | Values / Behaviours: | Essence & Value proposition: |
| | Mission: | | |
| | Archetype / Character: | Thought leadership: | |
| ACTIVE | Objectives / Plan summarised: | Commitments: | Channels (OSEP): |
| SKILLED | Skills audit: | | |