

Southern California HEAL Network Leaders Learning Circle
April 22, 2014

INFLUENCE: Using Carrots When Sticks Won't Work

*"I've asked them a million times, but they just won't do it." "I sent an email invitation, but they didn't show up."
"They're not making progress on their CAP strategies, and I just don't know what to do!"*

Why does it sometimes feel like we have no power to advance the work of our HEAL partners? If we can't provide partners with grant money, how can we expect them to perform? Take heart! There are many sources of *influence* that can be used to advance the HEAL strategies by your partners and stakeholders. In today's *Learning Circle* we'll take on the law of reciprocity, diagnosing other people's worlds, identifying relevant "currencies" and more!

Objectives

- Participants will appreciate the importance of influence within the Network Leader's toolbox
- Participants will be able to adapt and apply key concepts of "influence without authority" to the HEAL Zone context
- Participants will commit to using their influence to accelerate progress on a key CAP strategy

Pre-Session Suggested Reading and Homework:

- **READING:** Allan R. Cohen and David L. Bradford. "The Influence Model: Using Reciprocity and Exchange to Get What you Need." *Journal of Organizational Excellence*, Winter 2005.
- **HOMEWORK:** Please write *one paragraph* about a current challenge you are experiencing with a partner in advancing a particular strategy. (If you have no *current* challenges, feel free to write about a *past* challenge or a challenge you expect to face as you move to advance a new strategy).

AGENDA

12:00 – 12:30 pm	Registration and Networking Lunch
12:30 – 1:00 pm	Welcome and Introductions
1:00 – 2:30 pm	How to Use Carrots When Sticks Won't Work: "Influence without Authority" in Network Settings Judy Harper, Community Partners <i>We'll begin with an overview and discussion of the "influence without authority" model and its relevance to working in place-based coalitions. We'll follow with a "who's got the best influence opportunity" exercise!</i>
2:30 – 3:00 pm	Shake It Up and Have Some Fruit!

3:00 – 3:15 pm

**Carrots in the Fields with Gophers:
Storytelling from Whittier and Riverside**

Lori Tiffany, ACTIVATE Whittier

Ninfa Delgado, Eastside Riverside HEAL Zone

Lori and Ninfa will discuss their influence challenges and how they offered up carrots before the gophers took them down.

3:15 – 4:45 pm

Café Influence: Creative Cooking with Carrots

This small-group café session will facilitate introspection and learning about how to creatively apply key “influence without authority” concepts (clarifying goals and priorities, diagnosing other people’s worlds, identifying currencies and exchange opportunities).

4:45 – 5:00 pm

End of Day Reflections

5:30 – 7:00 pm

Reception and Optional Dinner at El Paseo Inn, Olvera Street