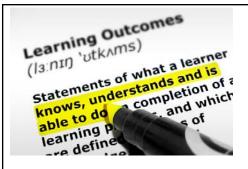
Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

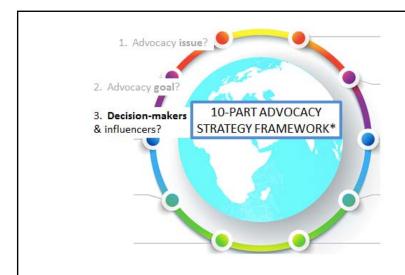
20 – 24 April 2015 Beijing, China

Advocacy Strategy: Identify Decisionmakers and Influencers





- Identify key decision-makers and influencers
- Target advocacy goals to appropriate decision-makers



3. Who are the **decision-makers** and the people who **influence** them?



People with the formal power or authority to take the desired policy action and/or their key advisors or staff.



Remember: there is often a chain in decision-making. Although one person may ultimately make the final decision, there are often other decision makers who need to be persuaded to take action along the way.





People or groups who can have a compelling force on the actions, opinions or behaviours of decision-makers



Even you have direct access to decision-makers yourself or through your close connections, it can be useful to reach them through their influencers.



Who may be powerful influencers of your decision-makers?

How to Reach Decision-Makers?

- * Directly
 - * Through meetings, but ...
 - * ???
- * Through their influencers
- * Through



Group Exercise: For your advocacy goal,

WHO ARE THE KEY DECISION-MAKERS AND THEIR INFLUENCERS?

