

CHAMPION CHECKLIST

How Can We Influence Others to Support a Cause?

What is the cause you want to champion? It could be an issue, campaign, partner, or program. Why is it mission-critical?



Simplifier
Using *Ideas*

1) How would you frame the cause, partner, or program in terms of **one big idea**? Draft an idea, then make it stronger.

2) Are there different or competing **frames or narratives** about the cause to take into account?



Scanner
Using *Inquiry*

3) What **people** do you want to influence and why? Begin to name names, toward a "List of 100." Think about the best ways to segment them.

4) What do you want to **know** about them?

5) What are your **hypotheses** about what would make them champions—your if/then theories of influence—and what questions can you ask to test those hypotheses?



Strategist

Using *Connections*

6) What **conversations** related to the cause can you influence, and how will you do so?

7) Who are the potential **ambassadors** you can engage and equip in support of the cause, and how will you do so?

8) What upcoming **opportunities** can you use to focus attention on the cause?



Storyteller

Using *Emotions*

9) Why do you **care** about the cause, and how can you get others to care about it too?

10) How can you present the cause as a **story**?
