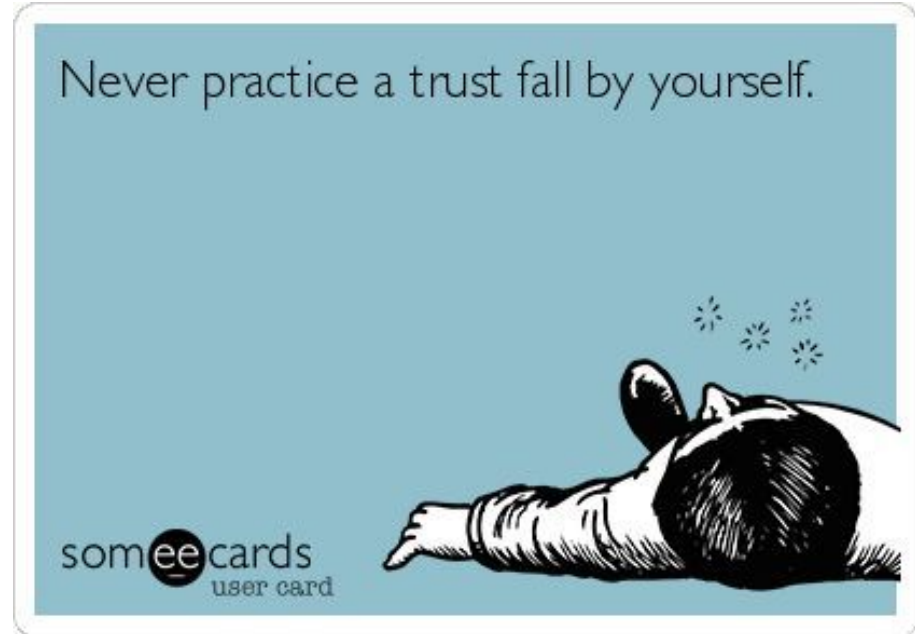


Tips for Stakeholder Influence

1. Build Trust
2. Know the Destination
3. Wrap the Pill in Ham
4. Be Clear and Simple
5. Meeting Navigation

1. Build Trust

- Be yourself
- Ask questions
- Yes and
- Help them win



2. Know the Destination

- What's the problem the stakeholder is aiming to solve and why?
- What does success look like? What does a win look like?

Great to see  Google Maps takes cow privacy seriously



3. Wrap the Pill in Ham

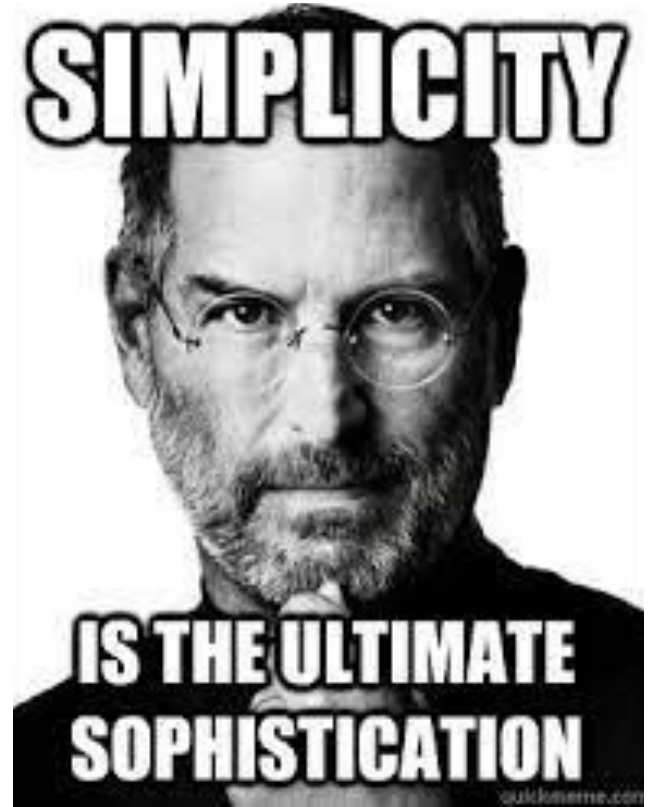
- What's in it for them?
- How does the idea or data need help the stakeholder get a win?
- Problem + solution idea packaging which aligns with stakeholder goals/desired progress area

Sharon, you and I both know there is a pill wrapped in that slice of ham



4. Be Clear and Simple

- Ahead of key discussions, write out thoughts in notes/gDoc to clarify thinking structure/flow
- Practice and polish during low stakes peer discussions (Steve Jobs approach)



5. Meeting Navigation

- Before big meetings, socialize and gather feedback in 1:1 setting async or live
- Keep the end in mind
- Restate back questions and key discussion items
- Leave flexibility to change position after discussion/new information



Other tips/tactics to add?