

Champion Network Strategy - Implementation Plan

Executive Summary

This strategy implements the EIS at Teleswitches using Cialdini's influence principles. Rather than top-down authority, it cultivates internal champions who become passionate advocates and lead change from within. The approach builds grassroots momentum while engaging CEO Ann Finkelbaum through relationship-building and demonstrated results. Authority tactics are reserved as last resort. Target: 22 managers adopting EIS within 120 days.

Phase 1: Intelligence & Relationship Building (Days 1-25)

Goal: Map networks, build relationships, identify 5-7 champion candidates

Days	Initiative	Target	Purpose
1	TASK FORCES	All	Discover formal group structures
2-4	COFFEE GROUPS	All	Map informal influence networks
5-9	NETWORKS	All	Identify shared identities (charity, health club)
10-13	PERSONAL PROFILE (x2)	5 directors + 5 champion candidates	Intelligence for tailored approach
14-19	SEEK ADVICE (x3)	Ann, Hillary Ross, George Glenn	Build reciprocity through deference
20	EMAIL	All 24 managers	Soft awareness introduction
21-25	MANAGEMENT TRAINING	5 champion candidates	External credibility + commitment

Phase 2: Champion Activation (Days 26-60)

Goal: Champions lead workshops publicly; begin pilot tests; create social proof

Days	Initiative	Target	Purpose
26-30	WORKSHOP	Champion #1 leads	Public commitment; peer endorsement
31-33	INTERNAL MAGAZINE	All	Champion-authored article; social proof
34-35	QUESTIONNAIRE	All managers	Written commitment; identify next wave
36-40	WORKSHOP	Champion #2 leads	Second network cluster activated
41-42	MEMORANDUM + FACE-TO-FACE	High-interest mgrs + Ann	Personalized value; maintain CEO relationship
43-46	PILOT TEST	Champion #1's department	Escalate to operational trial
47-51	EXTERNAL SPEAKER	All (optional)	Expert validates champions' message
52-54	DIRECTORS MEETING	Directors + CEO	Present pilot progress; collective ownership
55-60	WORKSHOP + FACE-TO-FACE	Champion #3 leads; debrief #1	Third cluster; prepare success story

Phase 3: Viral Adoption (Days 61-100)

Goal: Critical mass through network effects; champions lobby Ann directly

Days	Initiative	Target	Purpose
61-65	STAFF MEETING DISCUSSION	All management	Public forum showcases momentum
66-67	FACE-TO-FACE (x2)	Ann + key fence-sitter	Present results; personal engagement
68-71	PILOT TEST	Champion #2's department	Second pilot expands evidence
72-76	WORKSHOP	Champions #4-5 co-lead	Peer teaching normalized
77-78	MEMORANDUM (x2)	Non-adopters + Ann	Highlight successes; recognition
79-83	MANAGEMENT TRAINING	5 recent converts	Deepen commitment; next champion wave
84-91	COVERT LOBBYING	Champions lobby Ann	"Your people believe in this"
92-100	PILOT TEST + F2F + DIRECTORS MTG	Third dept; skeptics; milestone	Expand trials; address holdouts

Phase 4: Consolidation (Days 101-120)

Goal: Convert holdouts; institutionalize; authority only if absolutely necessary

Days	Initiative	Target	Purpose
101-102	PERSONAL PROFILE	5 holdouts	Understand specific resistance
103-107	WORKSHOP	Final session; holdouts invited	"Join the majority" environment
108-111	PILOT TEST	Holdout department	Low-commitment trial offer
112-116	FACE-TO-FACE (x3) + MEMO	Each holdout + Ann + final appeals	Personal closure; CEO endorsement
116	EMAIL	All managers	Celebrate success; announce adoption
117-119	DIRECTORS MEETING	Directors + CEO	Formal adoption; transition to BAU
120	DIRECTIVE (if needed)	True resisters only	Last resort for isolated holdouts

Strategy based on Cialdini's Principles: Commitment & Consistency, Unity, Social Proof, Reciprocity, Liking. Authority reserved as last resort.