

Influencing Change 1

Think of one or more occasions when you have felt strongly about something and wanted to influence people and create a change.

Write down as many examples as you can think of.

You do not need to have taken action, just wished that things were different.

Examples of the kind of things that people might get concerned about:

- Graffiti, litter, dog fouling in their area
- The closure of a local post office, hospital, train station
- Services or attitudes that discriminate against particular groups or do not meet their needs – e.g. disabled access
- Poor local services (i.e. buses or bin collections) or the state of community facilities (e.g. footpaths or a children's play park)

INFLUENCING CHANGE 2

Either individually or working in a group with 1 or 2 others (if you are from the same area/project) choose 2 situations where you have wanted to see a change.

(You may have identified some of the same situations or you may not; in this case try to choose more than one person's ideas to discuss.)

What is the PROBLEM or Issue you observe? Write the 3 situations here (try to be specific)	What is the change you would like to see happen? – the desired OUTCOME
1.	
2.	

*'Never **doubt** that a small group of **thoughtful**, **committed** citizens can change the world. Indeed, it is the only thing that ever has.'* — *Margaret Mead*

Still working in small groups discuss the approach you would take in order to influence a change. Remember that the action that you decide to take will

Intended outcome (from previous page)	Who do you need to influence? Remember there may be more than one person/group that you will need to influence in order to achieve your aim e.g.. the authorities, ordinary people	What do you want them to change? <ul style="list-style-type: none"> ○ behaviours ○ attitudes / values ○ decisions ○ actions / inaction 	How might you approach it? On what basis can you convince them to change? Remember that in some cases you might need more than one method to influence different decision-makers.
1)			
2)			
3)			

depend not only on what you hope to achieve but also who you need to influence.