

## **Workshop C: How can analysts best influence decision makers / policy-makers?**

### Golden rules for effective communication

1. Have the right and compelling story and present it with passion and enthusiasm.
2. Clarify the purpose of the work – what messages are intended and how are they received.
3. Know the audience and stakeholders and where they are coming from
4. Remember to the hygiene factors of a presentation and get them right
5. Recognise your responsibility
6. Have no fears and go for it – it will get respect

### Keys for influencing

1. Clarity of message
2. Good relationship
3. Want to effect change
4. Don't surprise people
5. Mutual respect – they are not the enemy
6. Who influences the influencers – and influence them
7. Overcome your fears

### How the public and private sectors can influence each other

1. Mutually and respect – we all have a common origin
2. Give and take
3. Practice working with each other and helping each other
4. Need new channels of association
5. Try and not invoke the hierarchy

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