

Lesson Plan 5: Ability to Influence


70 minutes total

Learning Outcomes



By the end of this session, participants will be able to:

1. Discuss why it is important for community health promoters to be able to influence people.
2. Describe the groups of community stakeholders and why you want to influence them.
3. Explain effective ways to influence people.

Materials



- | | |
|---|---|
| <input type="checkbox"/> Flip chart paper | <input type="checkbox"/> Meta cards |
| <input type="checkbox"/> Tape | <input type="checkbox"/> Pictures of influential people |
| <input type="checkbox"/> Markers | <input type="checkbox"/> Sticky notes or small pieces of paper |
| <input type="checkbox"/> Pens | <input type="checkbox"/> <i>Stakeholder Analysis</i> flip chart |

Preparation



- Write the session learning outcomes on flip chart paper
- Print the *Stakeholder Analysis* handout (see end of lesson)
- Print pictures of influential people
- Prepare 3 meta cards with the headings: “Build Relationships”, “Establish a Good Reputation”, and “Guide the Actions of Others”

Introduction

5 minutes


Option A

1. Ask the participants to think about who the most influential person in their life is.
2. Ask 2-3 participants to name the person and explain why they are influential to them.
3. Ask the participants to think about a person they may have influenced.
4. Ask for 2-3 participants to explain how they have influenced someone.
5. Present the Learning Outcomes.

Option B

1. Show pictures of influential people. (Examples might include Rajesh Hamal, Sushil koirela, Puspa kamal Dahal, late Ashwiya.)

If the trainer wishes, finish displaying the pictures of influential people with the picture of an ordinary person. Ask participants to discuss what is different about this person.

2. Ask the participants why they think the people in the photos are influential.
6. Ask the participants to think about a person they may have influenced.

7. Ask for 2-3 participants to explain how they have influenced someone.
8. Present the Learning Outcomes.

Importance of Influence

15 minutes



1. In groups of 3, ask the participants to discuss 2 or 3 reasons why a community health promoter needs to influence people.
2. In large group, share and record the answers on a flip chart.
3. Ask the participants to consider the entire list and select the 3 things they think are most important.
4. Ask them to vote on their choices by raising their hands to vote.
5. Discuss results as a large group, circling the reasons that receive the most votes.

Identifying Stakeholders

25 minutes



1. In a large group ask the participants to think about the people in their communities they already have good connections with or have influenced in the past.
2. Distribute the *Stakeholder Analysis* handout to each participant.
3. In groups of 3, ask the participants to examine the *Stakeholder Analysis*.
4. Ask the groups to discuss which groups, or levels of stakeholder, are the most appropriate for community health promoters to influence and target.
5. If the participants answer that they have the ability to influence all stakeholders, then ask if they have capacity or access to do so. (*Should focus on VDC levels and below.*) Discuss as a large group.
6. Ask the participants to brainstorm possible barriers to influencing the different stakeholder groups. List all the answer on the flip chart.

How to Influence

20 minutes



1. Distribute several meta cards to all the participants and ask them to write 1 idea on each metacard about effective ways to influence people.
2. As participants write their responses, stick the 3 metacards with the headings “Build Relationships”, “Establish a Good Reputation,” and “Guide The Actions of Others” on the board or wall and ask the participants to place their meta cards under these headings when completed.
3. Once all participants have added their meta card ideas to the lists, discuss the results with the large group.

4. Add any information that is missing. Examples might include:

- **“Build Relationships”**
 - *Be outgoing and friendly*
 - *Demonstrate interest in others*
 - *Address people by name*
 - *Be an active participant in discussions*
 - *Talk about the interests of others*
 - *Respect the opinions of others*
 - *Secure your place in the social circle*

- **“Establish a Good Reputation”**
 - *Admit your mistakes first and foremost*
 - *Point out mistakes in a helpful and indirect way*
 - *Establish your expertise*
 - *Live a clean life worth looking up to*
 - *Demonstrate willingness to learn*

- **“Guide the Actions of Others”**
 - *Take a friendly approach*
 - *Understand and sympathize with opposite beliefs*
 - *Plead a noble case*
 - *Avoid giving orders*
 - *Praise others*
 - *Make others feel as though the idea belongs to them*
 - *Let others save face*

Review

5 minutes



1. As a large group, ask the participants to examine the finished list and think of any of the approaches which they have used in the past either knowingly or unknowingly.
2. In pairs, ask participants to discuss what they think might be their biggest challenge in influencing others.

Reflections on Lesson

Stakeholder Analysis

