



Full Colour influence mapper

If you need people of influence to back you or your project, this grid will help you think through how you can win their support.

Top tip: If you're not sure of the answer to any of these questions, don't guess! Find out and come back to the grid when you know.

To find out how Full Colour can transform your work and your organisation contact us at info@fullclr.com

| Influencer's name/ role | How could they help me/ my project? (Be specific!) | Level of influence over me/ my project (High/ Medium/ Low) | Level of interest in me/ my project (High/ Medium/ Low) | What do they know/understand already about me/ my project? (Be specific!) | What's in it for them to help me/ my project? (Be specific!) | What specific actions do I need to take by when? |
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