

## Turn Moments into Momentum – Expand Your Personal Power and Influence

**1. Power:** Ability to act or produce an effect<sup>1</sup>. To give impetus to<sup>1</sup>.

**Our definition:**

**Power *with*** versus **Power *over***: Collective action, working together

**2. Efficacy:** Ability to produce a desired effect<sup>1</sup>.

**Our definition:**

***Personal efficacy***: Ability to merge your personal power with communal power to lead momentum and produce a desired effect.

### Moment of Reflection

1. Recent moment where I was effective in my professional life:

2. What qualities, traits or skills made me effective?

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<sup>1</sup> [www.merriam-webster.com](http://www.merriam-webster.com)

## Tool 1: Chisel + Start

Goal:

Chisel down the goal to get started. (What is the next step and how can you accomplish it?)

What qualities, traits or skills do I need to rely on, honor or develop to achieve this goal?  
(Personal power arsenal)  
(Team power arsenal)

I am telling these people about my goal:

I have scheduled the following date(s)/time(s) to take the next step(s):

My accountability partner + their contact information:

## Tool 2: RACI + Remind

Interested in an Excel template of the RACI and/or the Reporter-Style Assignment Board?  
Email Erika Hovland at [ehovland@iolite360.com](mailto:ehovland@iolite360.com) for your free copy.

### RACI matrix

The RACI (Responsible–Accountable–Consulted–Informed) is used to identify roles and responsibilities of everyone involved in a task and to bring clarity and structure to a project.

#### Responsible – R

This person is responsible for completing (“doing”) the task. Responsibility can be assigned to more than one person.

#### Accountable – A

The individual is accountable for completion of the task and holds decision-making authority. While responsibilities can be shared, accountability cannot be shared. There is only one person assigned to the A.





#### Consulted – C

Often subject matter experts (SMEs), these people are consulted for input or to weigh in before a final decision is made. The SMEs are active participants. There is two-way communication.

#### Informed – I

Individuals who need updates about progress or decisions are given an “I.” This is a one-way communication as these people are informed about project status and do not weigh in on decisions.

	Name 1	Name 2	Name 3	Name 4	Name 5
Task 1					
Task 2					
Task 3					
Task 4					
Task 5					
Task 6					

R= Responsible (can be several people)	
A= Accountable (only one person)	
C= Consulted (two-way communication)	
I= Informed (one-way communication)	

Sample RACI:

	Jennifer	Ahmed	William	Tanisha	Zora
Provide vision and goal(s)	 				
Draft copy / pitch	 				
Develop prospect list	 				
Reserve venue					
Develop budget					
Create invitations					

## Reporter-Style Assignment Board

The genesis of this tool is the 'old school' approach to assigning reporting assignments and keeping the list in a public spot so everyone can see it.

Strategy / Goal	Initiative	Lead	Action	Status

Strategy / Goal	Tie your initiatives to your organizational strategy.
Initiative	List a major initiative (eg, annual fundraising event)
Lead	Person with accountability or major responsibility for overall project
Action	Next step(s) needed to keep the momentum going
Status	Status of timeline and budget / Performance to goal

Strategy / Goal	Initiative	Lead	Action	Status
\$5M Expansion	Bunny Ball Masquerade	Margaret	Identify sponsor	Behind sched / Over budget
\$5M Expansion	Donor Room #1	Karl	Confirm receipt of funds	On schedule / On budget
\$5M Expansion	Donor Room #2	Karl	Meet with Ms. Brown	Behind sched
Increase visits	Memberships	Donald	Email blast - renewal discount	Fewer redemptions than previous year

### Tool 3: The 3-4-5 Approach to Research + Relevance

Three ways to start building a new relationship:

1. Build a personal connection. Find something you have in common. Look at an online profile, look around at his/her office space, show interest.
2. Listen more than you talk. Watch for social and emotional cues – facial expressions, body language.
3. Tell your story. Watch for engagement.

Four questions to answer before asking someone for support (for a project or idea):

1. First and foremost – what are the donor’s passions? Does the person’s interests align with the goal(s) of this initiative?
2. Is the person able to provide what I’m asking for (enough influence, enough money)? (If not, is he or she able to connect you to someone else?)
3. Who (or who else) has a relationship with this person?
4. What other initiatives has this person supported or championed?

Five ways to cultivate an existing relationship:

1. Know the “recents” – how long has someone been involved, how have they supported your organization, how have they been recognized for their contribution?
2. Solicit input. Ask (more) questions.
3. Give assignments.
4. Follow up.
5. Say thank you.

Also training and practice on pitching and overcoming objections is vital for the team.

