**Key Influencers Exercise**

Influencers are people who set the tone in a parish culture. They are highly engaged, connected to others, and help drive things forward. They can be extroverts or introverts, serve in paid or volunteer roles, and have a variety of charisms. When influencers adopt a vision or a new idea, they influence others to join them.

1. Individually brainstorm a list of key influencers in the parish. Then compare notes with the whole group.
2. As a group, rank these influencers on their expected enthusiasm for the parish vision (1-high, 3-low).
3. Would it be possible to host a large group gathering with the PLT and top influencers to invite them into the vision? (for example, PLT + 10 others in the parish rectory)
4. Assign names of 2 influencers to each PLT member to meet for coffee/lunch/dessert in the next 3 weeks and make a personal invitation to the rectory gathering.
5. Create simple talking points for conversations:

Content: Why 80%, What 10%, How 10%

Example talking points:

Why:

* 1. Father asked me to reach out – our leadership team had an offsite meeting to talk about some dreams for our parishes and I want to share those with you.
  2. Our vision is
     1. What problem would this solve?
     2. Describe the effect this would have in people’s lives.
  3. Who else needs to hear this? (2 names)

What:

* This might look like…

How:

* We might accomplish that by…