

HOW DO YOU INFLUENCE CHANGE TO IMPROVE YOUR BUSINESS AND BUSINESS ENVIRONMENT?

What market women need to know!

1

Identify the problem

What is the problem you want to address?

2

Collect facts about the problem

Have evidence of the problem you want to address to support your position

3

Identifying your support base and those who may not support you

Who do you want to talk to?
Who will listen to your issue?
Who is the decision maker regarding your issue?
Who are the opponents?

4

Pick on doable tasks

What can be done?
The women must select an issue that is Specific, Manageable, Achievable, Realistic, and Timely

5

Build your base of support/allies

Map out who is on your side regarding the issue

6

Develop the message

The message should be simple and easy to understand for your support

7

Identify the messenger

Who will deliver the message?
Ensure that the messenger can deliver the message and will be accepted.

8

Know your opposition

As you go for negotiation, stick to your issue
Do not be derailed by those who may not support you

9

Use the media to raise awareness of your issue

Partner with the media for a wider audience

10

Delivery of the message

Identify a suitable strategy for message delivery
Use means that are easy to access and understand, not time consuming but relatively cheap

11

Understand your surrounding

This will help you know what may affect or support your work
What are the opportunities and challenges?

12

Putting Together a Timetable of Action (what will be done and When?)

Its is important to follow a plan. Lack of a plan can easily get you disorganized.

13

Message delivery

This depends on the message delivery strategy chosen
Plan well to deliver your message. A good message may be lost if the method used is not suitable for the intended persons

14

Evaluation (follow-up)

What has changed in the short term?
What has changed in the long term?
What factors led to the change or no change.
This will help in preplanning and prioritization.



GENDER TRANSFORMATION & EMPOWERMENT

