



Apela-Tila Kalua Native Hawaiian Organization, Inc.

Mapping Triadic Influence Job Aid

Review your COPIS:

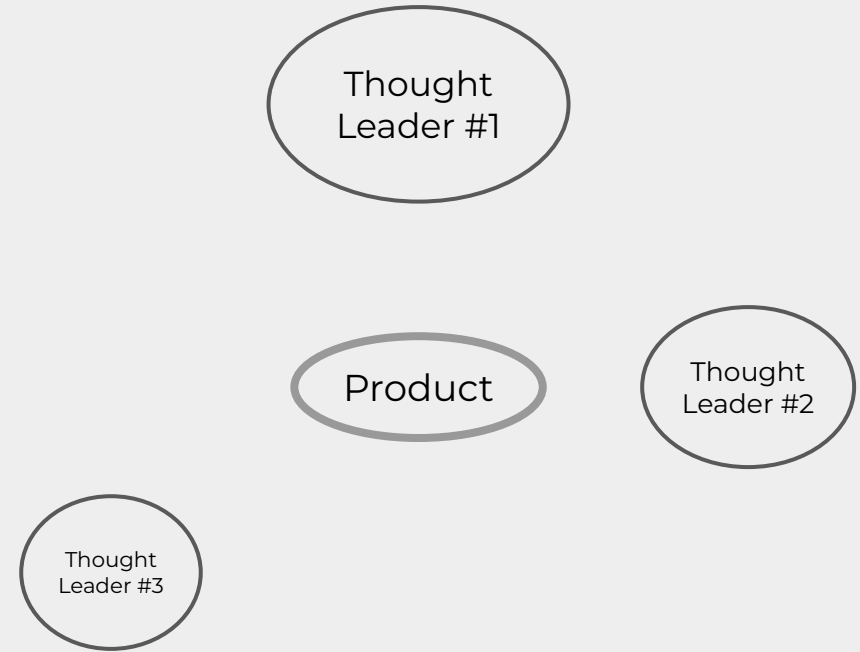
1. Add 3 industry “thought leaders” who can help you position your product in the marketplace.
2. List considerations for your PNB in the strategy column of your COPIS.

Thought Leader & Influence Mapping Tool

Problem Statement (Problem Narrative Board + Journey Map):			2
Critical Thinker	Social Creative	Action Storyteller	Influence Strategy
1 They can help drive the specifics	1 Attuned to the emotions and needs of the tribe	1 Person who can help connect the tribe and take action	

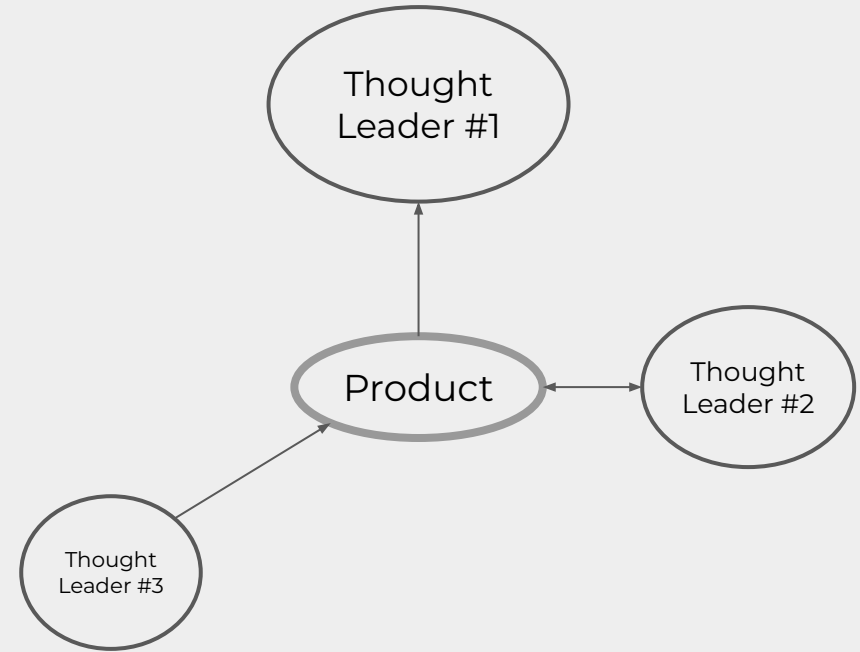
2. Draw a circle around your product (or the change you're trying to make) in the center of a blank piece of paper to ensure you won't run out of room.

3. Draw a circle for each influencer you identified, including yourself. The larger the circle, the more influence they have.



Notice the example above, Thought Leader #1 is the largest circle because they have the most influence.

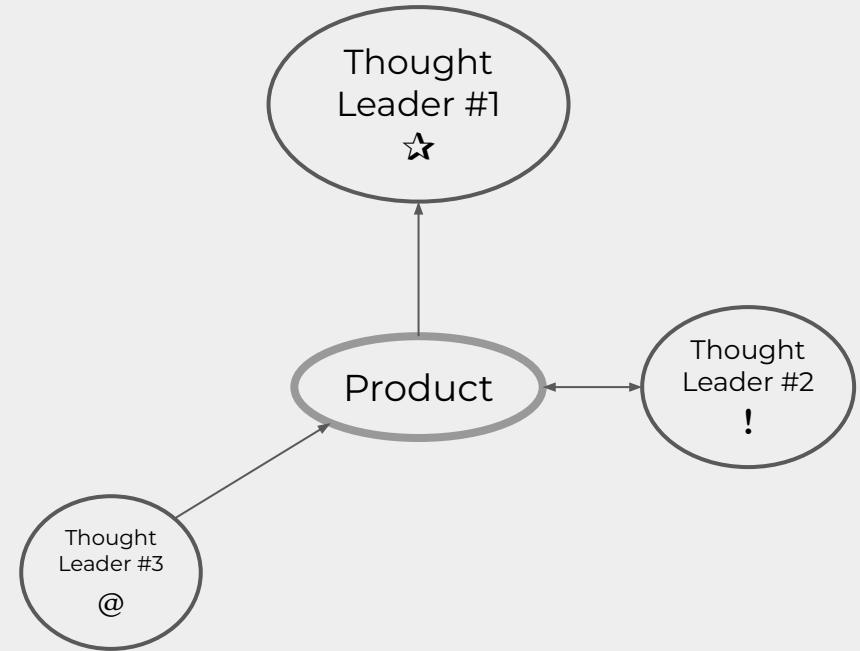
4. Draw an arrow to each circle from your product pointing one or both ways to indicate influence. Ensure your communication channels are accurate to avoid missteps in how people are connected. Visualize larger connections between people as you draw them out.



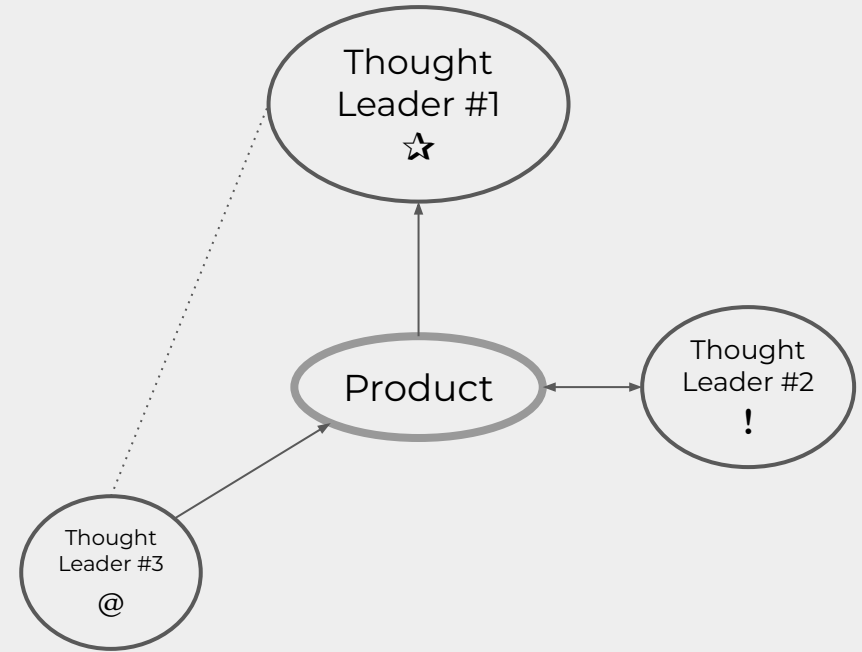
Product influences person #1 and is influenced by person #3. Influence goes both ways for person #2.

5. Identify a Social Creative (★),
Critical Thinker (!), and Action
Storyteller (@).

Critical Thinker (!)	Social Creative (★)	Action Storyteller (@)
They can help drive the specifics	Attuned to the emotions and needs of the tribe	Person who can help connect the tribe and take action



6. Draw lines to connect Social Creative (★), Critical Thinker (!), and Action Storyteller (@) to thought leaders and your network.



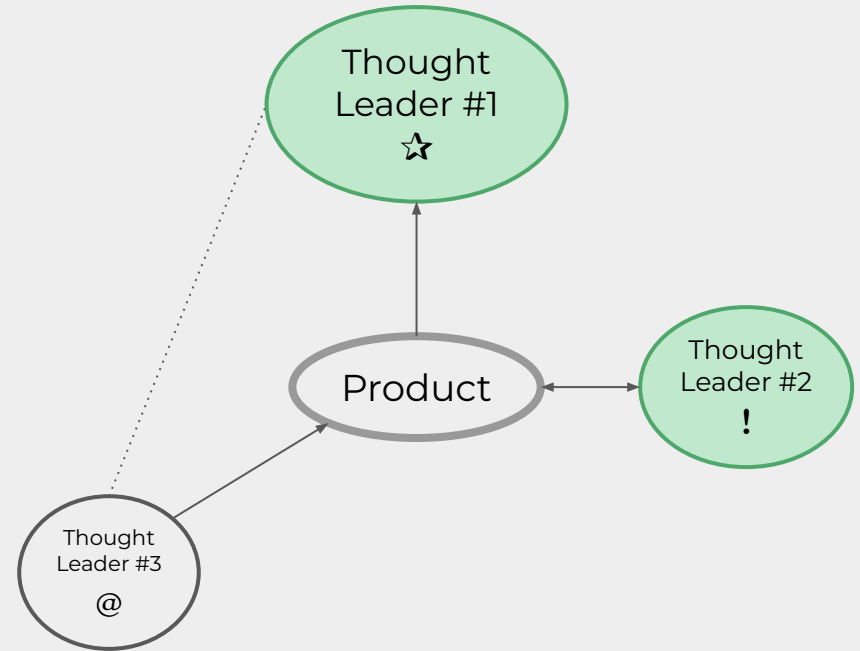
A dotted line indicates a connection between influencers while a solid line with arrow indicates a path of influence.

Establishing Conversations

7. Strategize to find the person within your 6 degrees of separation and set up conversations with your first triad (top two influencers + you).



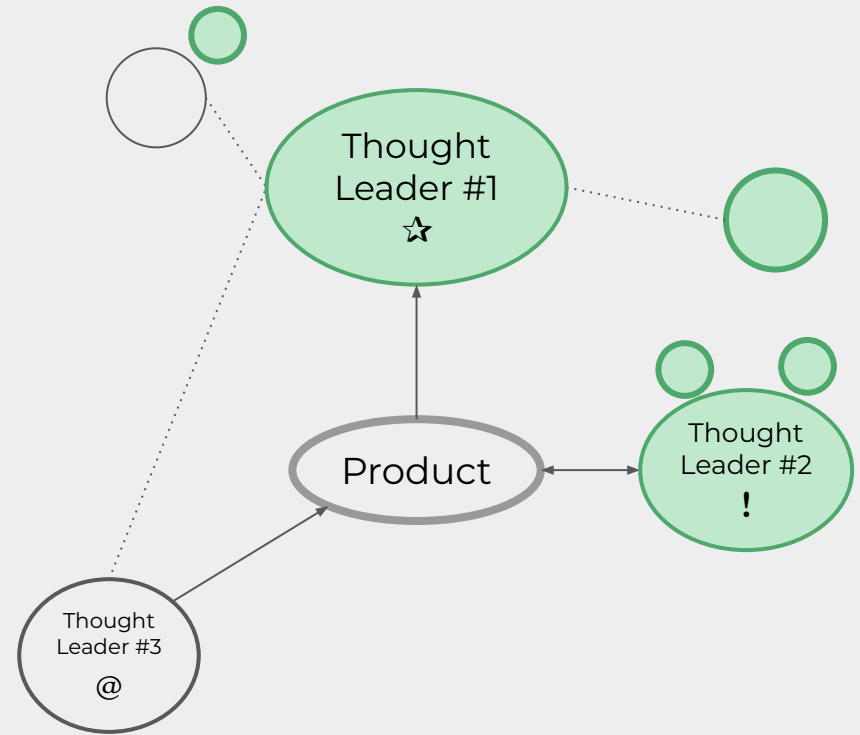
Don't call it an interview; call it a conversation. Influencers may not want to be “interviewed” but are generally happy with conversations.



8. Ask these two influencers to identify additional people they believe are important in your product positioning and influence strategy.



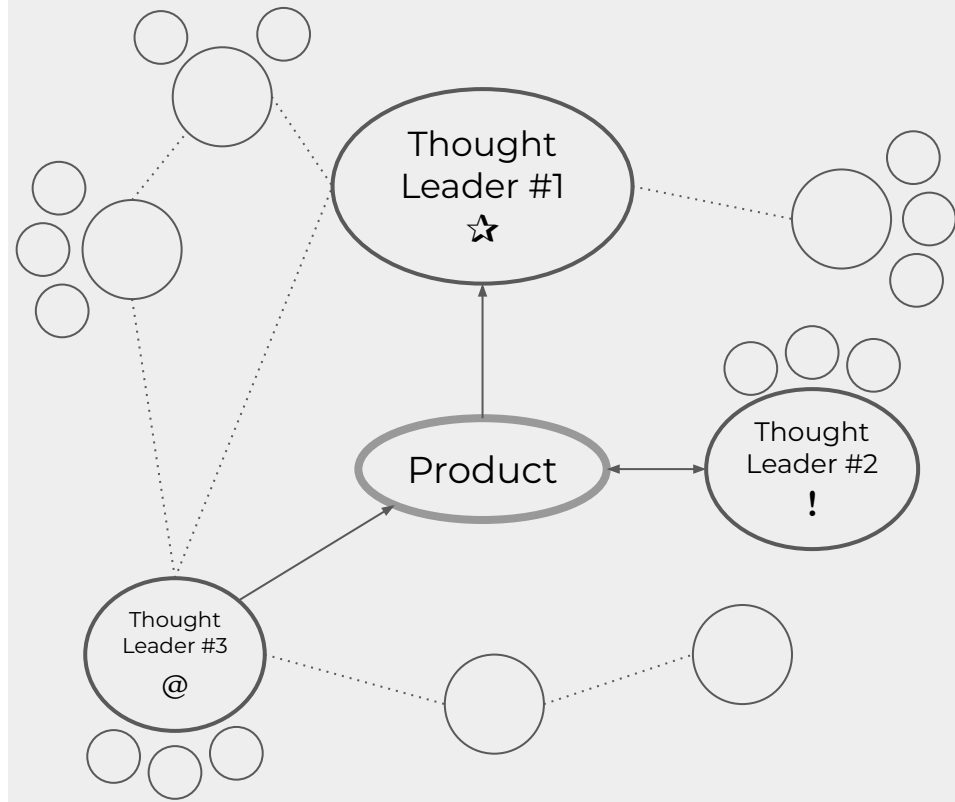
Think about who you are willing to approach to have a design-focused conversation with. You don't want to be unprepared to speak to them without a proper elevator pitch. Without the proper approach, you can miss a vital connection.



9. Grow your triadic map to 25 - 50 influencers.



You will know you have an adequate amount of influencers on your map when you hit tribal max growth at 150.

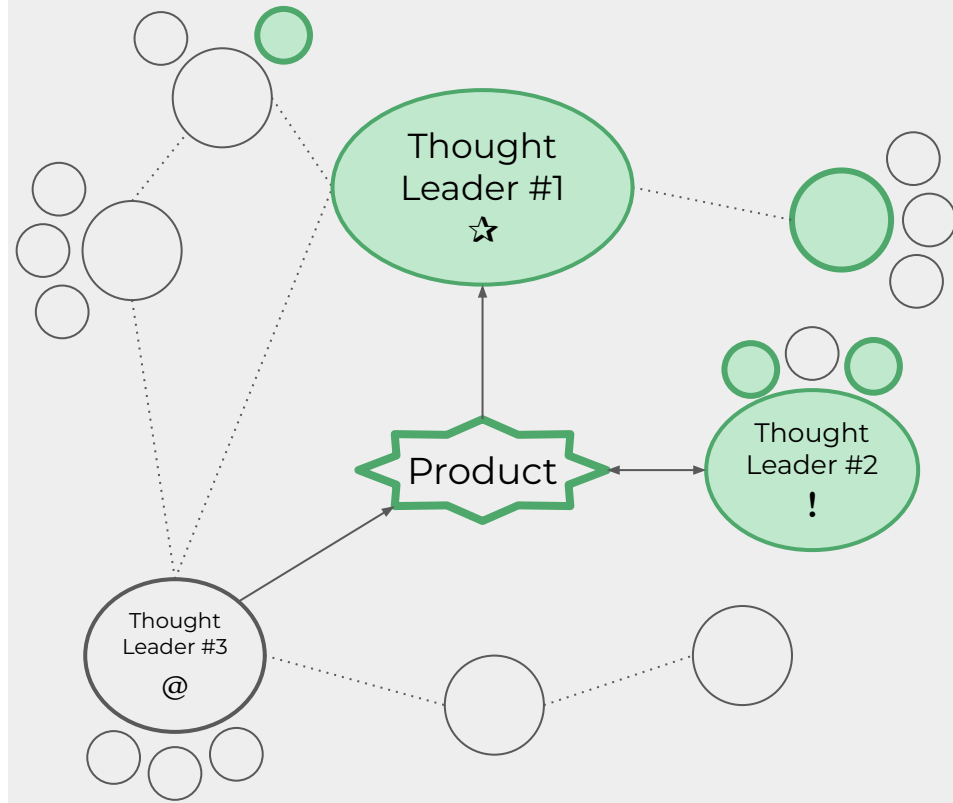


10. Update your triadic map as your problem statement evolves.



Listen to your triad. Let them influence you in your product positioning.

Are you connecting on a spiritual level? Is the process happening naturally? Is it being forced?

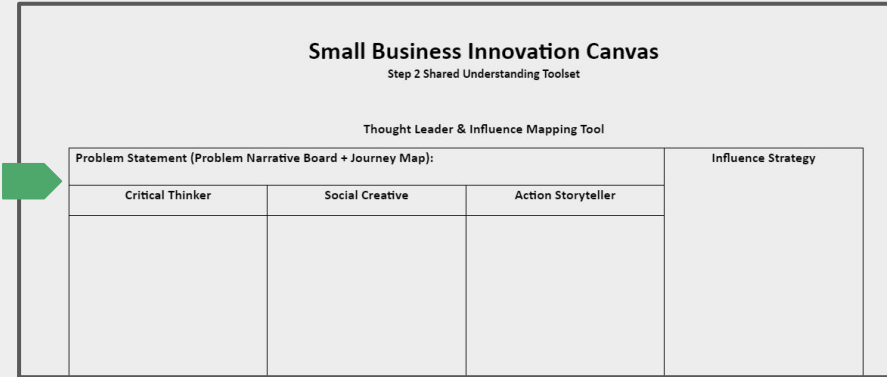


11. Update and refine your PNB and your problem statement.



Did your problem statement change as you started to map your influencers and determine their ability to help you? If not, you may not have the value you need to make your product or innovation successful.

Your problem statement should be changing as your influence map influences your positioning.



You should be learning from your influencers as much as they are helping you.