

Building *Political* Capital



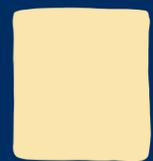
Culture Starts Here

★ Dream It ★ Define It ★ Train It ★ Live It ★

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Consultant and Trainer**



Welcome!



Thanks for having
me!



Tell me about your
community!



Today's Plan



What is "political capital"?



Where to Start Building Political Capital



Tell Your Story



Tips & Tricks



Q & A





What is "Political Capital"?



What is

POLITICAL CAPITAL?

- Typically refers specifically to politicians
- Trust, goodwill and influence someone has with the public and within their organization
- Type of invisible currency that individuals can use to mobilize decision making or how people spend money



What is

POLITICAL CAPITAL?

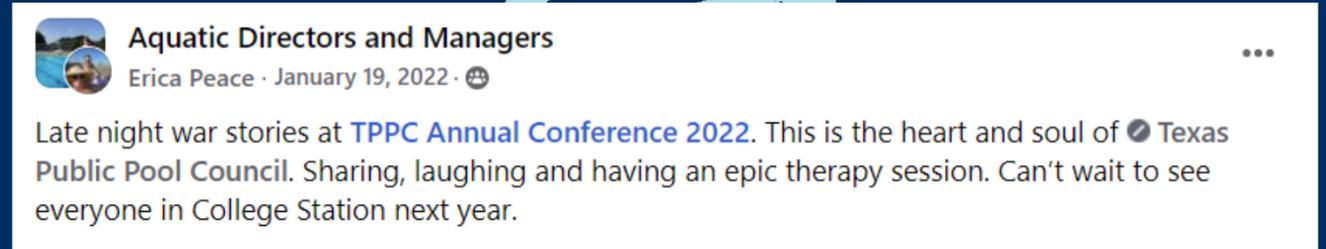
A byproduct of
relationships
between opinion,
policy & decision-
making



What is

POLITICAL CAPITAL?

- Consider types of political capital
 - Social capital
 - Reputational capital
 - Intellectual capital
 - Representative capital
 - Psychological capital
- When can you use the political capital?





Where to Start Building Political Capital



Where to **START**

- What is your end goal / purpose / values
- Don't underestimate how much political capital you have or could have
- Build reputational capital early
- Invest in political capital before you need it
- Read your organization's & community's culture



Key

STAKEHOLDERS

- Identify Key Stakeholders
 - Look within the community to find key influencers & learn as much about them as you can
 - Know their values & how they compare with your agency's values
 - Look for diversity for long-term success



Key

STAKEHOLDERS

- Where can you approach key stakeholders?
 - Within your business
 - At community networking events
 - Through partner organizations



Key

STAKEHOLDERS

- Build meaningful relationships
 - Connect with them emotionally
 - Be genuinely interested and be genuine
 - Share your goals with them
 - Tell stories about your organization have a stories toolbox ready
 - Make them feel important

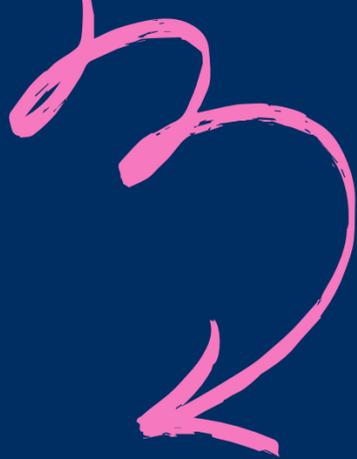


Key

STAKEHOLDERS

- Build meaningful relationships
 - Find ways for them to become involved in your organization
 - Anticipate their needs
 - Recognize their growing contributions





Tell Your Story



Tell Your

STORY



Stories can...



Transform customers into loyal evangelists



Make your organization "human"



Simplify complex ideas



Give you a competitive advantage



Establish your authority in the community



Expand your realm of influence



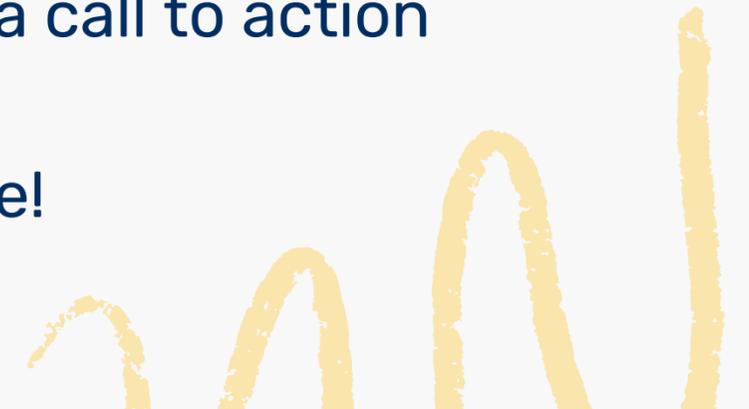
Story

ELEMENTS



From *Network for Good*

- Identify what your agency looks like at it's best
- ▲ Make your story conversational
- Be specific
- Make the content memorable and sharable
- ▲ Create visuals
- Appeal to a variety of listeners
- ▲ Don't be afraid to include a call to action
- Practice, practice, practice!

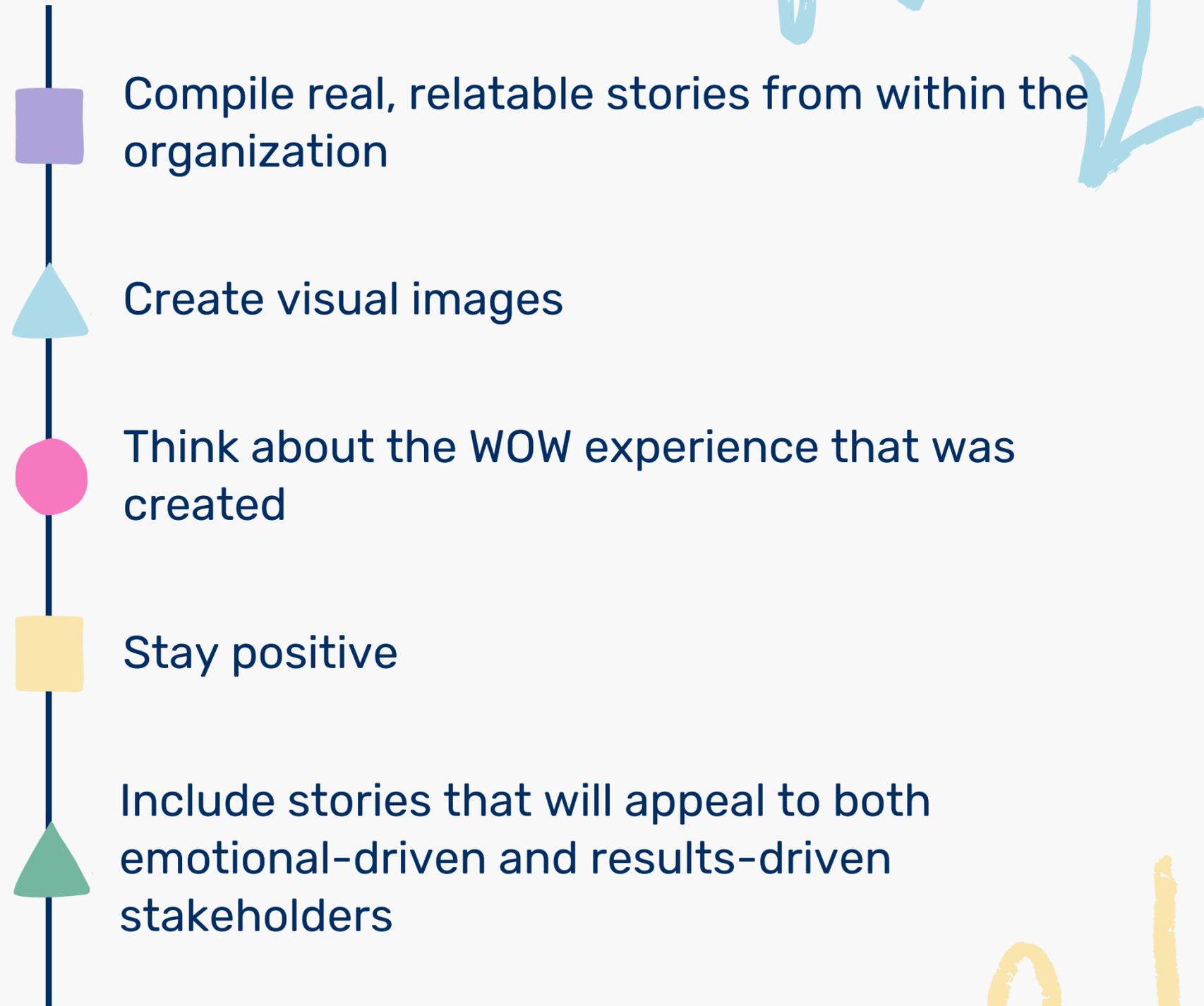


Tell Your

STORY



Create a story toolbox



What are YOUR STORIES?



An Activity

- How did an experience in your department impact the community?
- ▲ Who was impacted?
- Which of your key values does it exemplify?
- Is this an emotional story or a story about results?
- ▲ How will you create visual images?
- What was the spark?
- How can you segue into action?





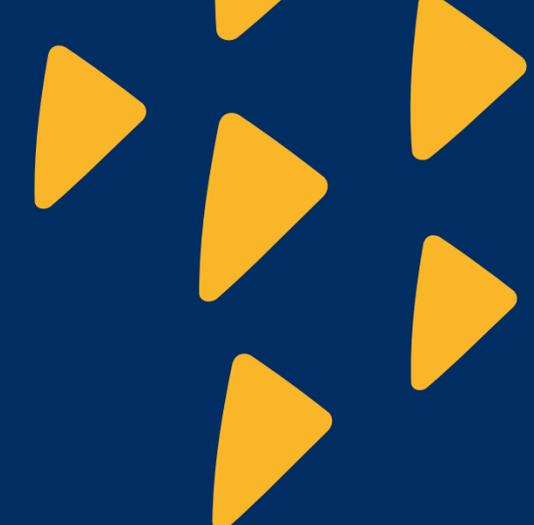
Tips & Tricks





TIPS &

TRICKS



Ask your team for impactful moments

Try out different stories

Spend time in your programs

Ask for feedback daily

Be “friends” with key stakeholders

Practice telling your stories



Q & A



Thanks!

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