SIMPLE DETAILS RESOURCE · INFLUENCE MAP

Your influence map.

Influence grows through trust built ahead of the moment you need it. Map the people who matter to your work, then invest on purpose.

1
List key stakeholders
Formal decision-makers and informal influencers, including gatekeepers and trusted advisors.

2
Learn what they care about
Their priorities, pressures, and how they like to receive information.

3
Align with their goals
Frame your work around their priorities. Look for early wins and champions.

4
Clarify expectations
Agree on success, roles, and how you'll stay in touch.

Who matters most

List five to ten people you need stronger trust or alignment with, including people you've never met.

PERSON AND ROLE	WHAT THEY CARE ABOUT MOST	TODAY	ONE NEXT STEP TO BUILD TRUST
		S M W	
		S M W	
		S M W	
		S M W	
		S M W	
		S M W	
		S M W	
		S M W	

S strong · M medium · W weak

Your next 30 days

Choose two or three relationships. For each, offer something that builds trust: encouragement, clarity, or help.

PERSON	WHAT I'LL OFFER	FIRST CONVERSATION BY

One connection conversation a week

Track it like a key metric.

WEEK 1	WEEK 2	WEEK 3	WEEK 4
With:	With:	With:	With:

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The 20-minute conversation.

Short, intentional conversations shape how leaders see you. Use your map to choose who, then use this to make the time count.

3 min	Open with intention	Set a collaborative tone and say why you asked for the time. *"I've wanted to learn more about how your team is approaching this. I'd value your perspective."*
5 min	Learn what matters to them	Ask before you share. Listen for priorities, pressures, and the people involved. *"What's your top priority this quarter?" "What's getting in the way?" "Who else is part of this?"*
5 min	Offer your lens	One insight in 60 to 90 seconds, tied to what you just heard. Not a pitch. *"Based on what you said about the timeline, one thing I'm seeing is..."*
5 min	Find the alignment	Explore where your work, thinking, or network could support their agenda. *"Where could my team be most useful to you?" "Who else should I be talking to?"*
2 min	Close with a next step	Agree on one small, clear action, even if it's only a follow-up. *"What would be a useful next step from here?"*

Before

- ☐ Check your map: what do they care about most?
- ☐ Choose one insight worth sharing.
- ☐ Know the one next step you'd like.

After

- ☐ Send a short thank-you within a day.
- ☐ Do what you said you'd do.
- ☐ Update your map and your weekly tracker.

Influence doesn't come from saying more. It comes from relevance and better questions.

INTEGRATION

Reflect

Which relationship have I been waiting to invest in until I need something?

Take action

The first 20-minute conversation I will schedule, and with whom.

For a deeper dive: read Influence Mapping and Strategic Influence in 20 Minutes on the Simple Details blog. Related resources: Working Across Styles, Speak With Intention.

You're welcome to share this resource, unaltered and with credit.