



**Winning Over Decision Makers**

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**Transforming your decision makers into advocates for your library.**

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**Overview**

- Building Influence
- Educating Decision Makers
- Advocacy

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**Building Influence**  
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**Building Influence**

It all begins with a trusted relationship with your decision makers.

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**Building Influence**

Get to know your decision makers and build a relationship **BEFORE** you need their help.

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**Building Influence**

“Show up! You want to be at the table rather than on the menu.”

Commissioner Don Larson

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**Building Influence**

- Invite your decision maker to coffee and a tour of your library.
- Show how your library is a valued community resource.
- Attend community events such as legislative coffees.
- Above all else, be honest!

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**Educating Decision Makers**



Takes years to build,  
seconds to break and  
forever to repair.

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**+ Educating Decision Makers**

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**Educating Decision Makers**

Make sure your decision makers know of the services your library provides to the community.

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**Educating Decision Makers**



Let them know it's not just card catalogs and books - provide an update on current services.

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 **Educating Decision Makers**

Establish how you and your library are indispensable to your community.

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 **Advocacy**  
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 **Do your homework.**

- Know the process.
- Know the players.
- Know the facts.
- Know your position.
- Know and understand your opponent's position.

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**Know the facts.**

- Research how the, budget request, bill, etc., impacts the community - not just you or your library.
- Watch for false news or social media postings.
- Be prepared to counter with verifiable facts.

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**Educating the decision makers on your position.**

- Share the background and your position.
  - Use facts.
  - Show how your position improves the community.
  - Tie your position to the decision maker's goals.
- Don't be afraid to share the opponent's position and show how your position differs.
- Stop talking before they stop listening.
  - Be respectful of the decision maker's limited time and resources.

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**South Dakota Legislature**

- Relationships
  - Introduce yourself.
  - Have a welcoming personality.
  - When possible tie your goals to their interests
- Educating Legislators and leave your contact information
  - Become a Resource
- Advocacy
  - Make sure it's a battle worth fighting.
  - Above all else, honesty.
- Thank legislators for their service.

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+ A few final thoughts.  
aka – we're almost done.

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**You must promote your library**

“When presenting ideas to decision-makers, realize that it is your responsibility to sell, not their responsibility to buy.”

Marshall Goldsmith

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**Framing the Issue**

Focus on how your idea, budget request, etc., benefits the community - not just your position.

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**Present a realistic cost-benefit analysis of your idea.**

Decision makers are dealing with limited resources, time, and energy. Be respectful of their time and prepared to defend the merits of your proposal.

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**Conclusion**

Thank you for your time. Any questions or comments, please feel free to email or call:

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