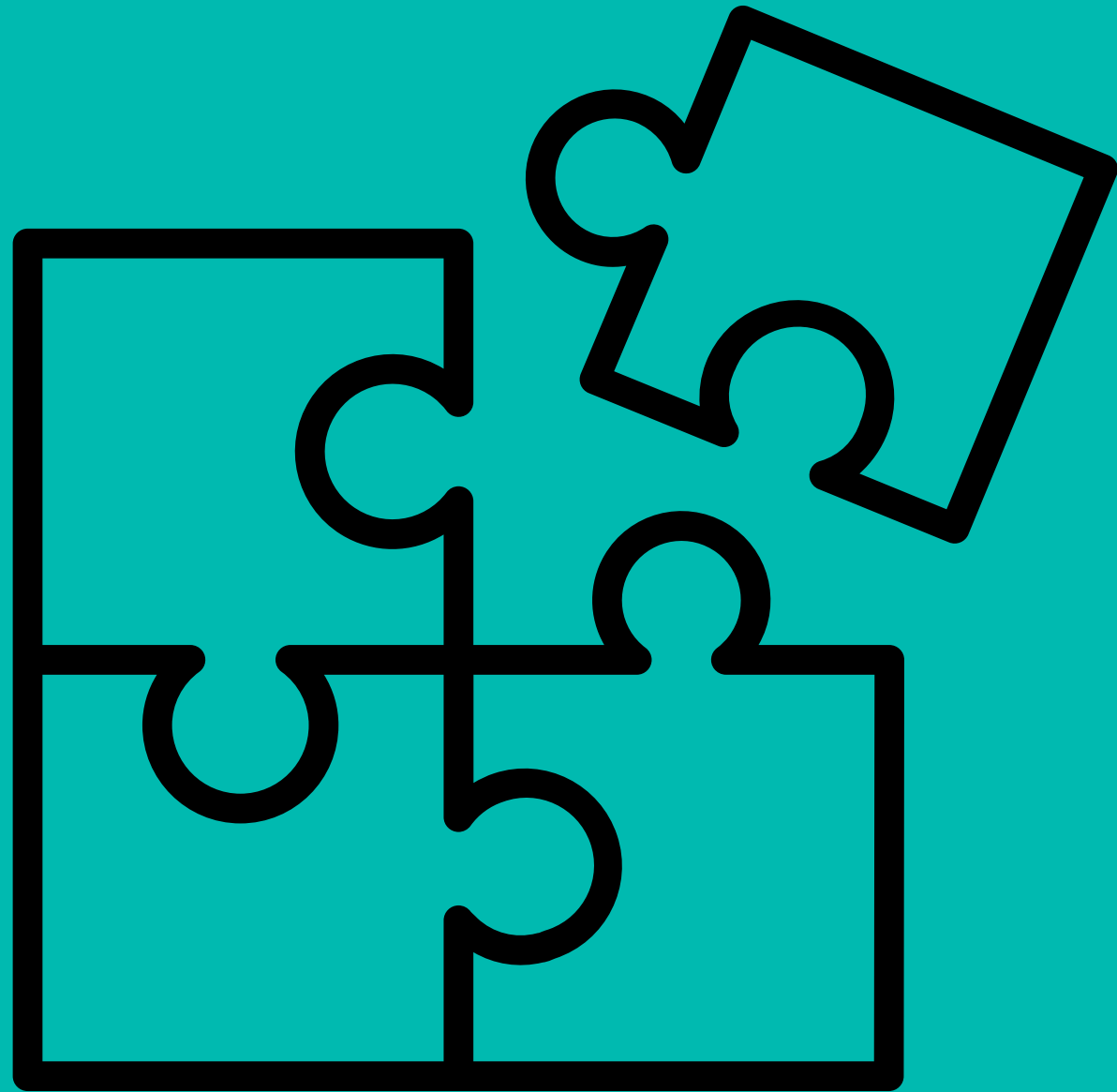
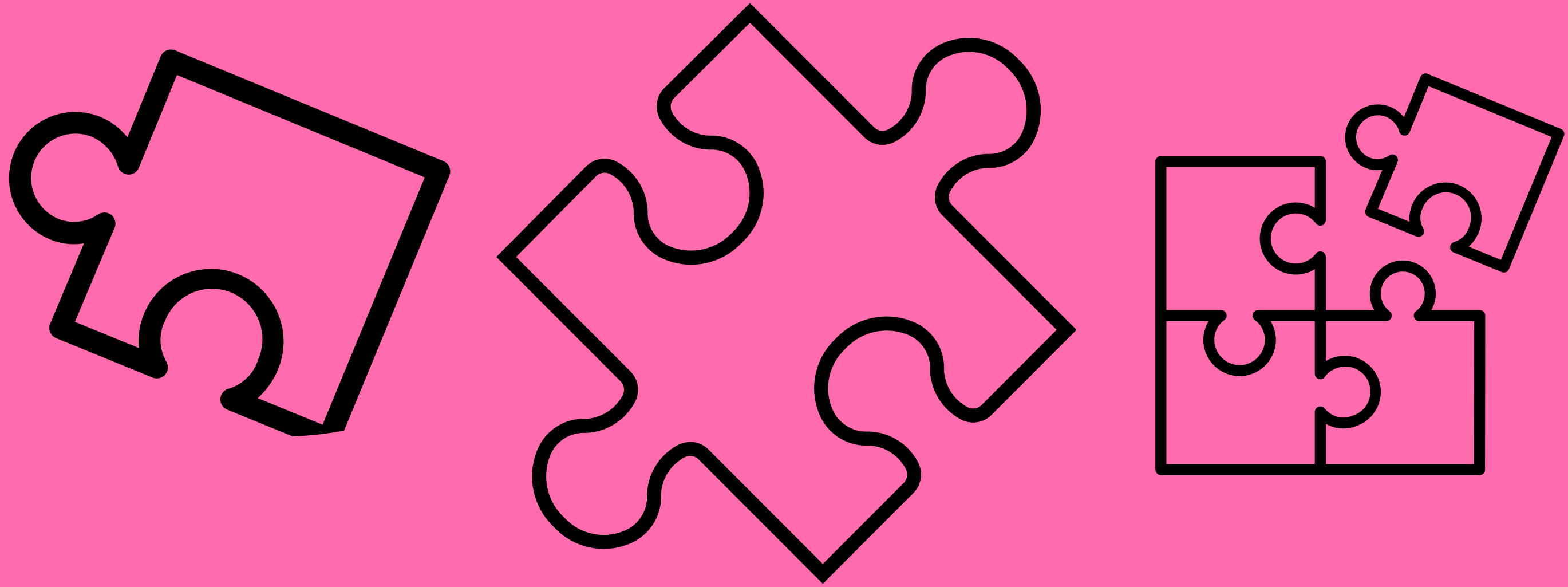


What Works, What Doesn't & Why It Matters: Influencing Insights from the UK and Beyond

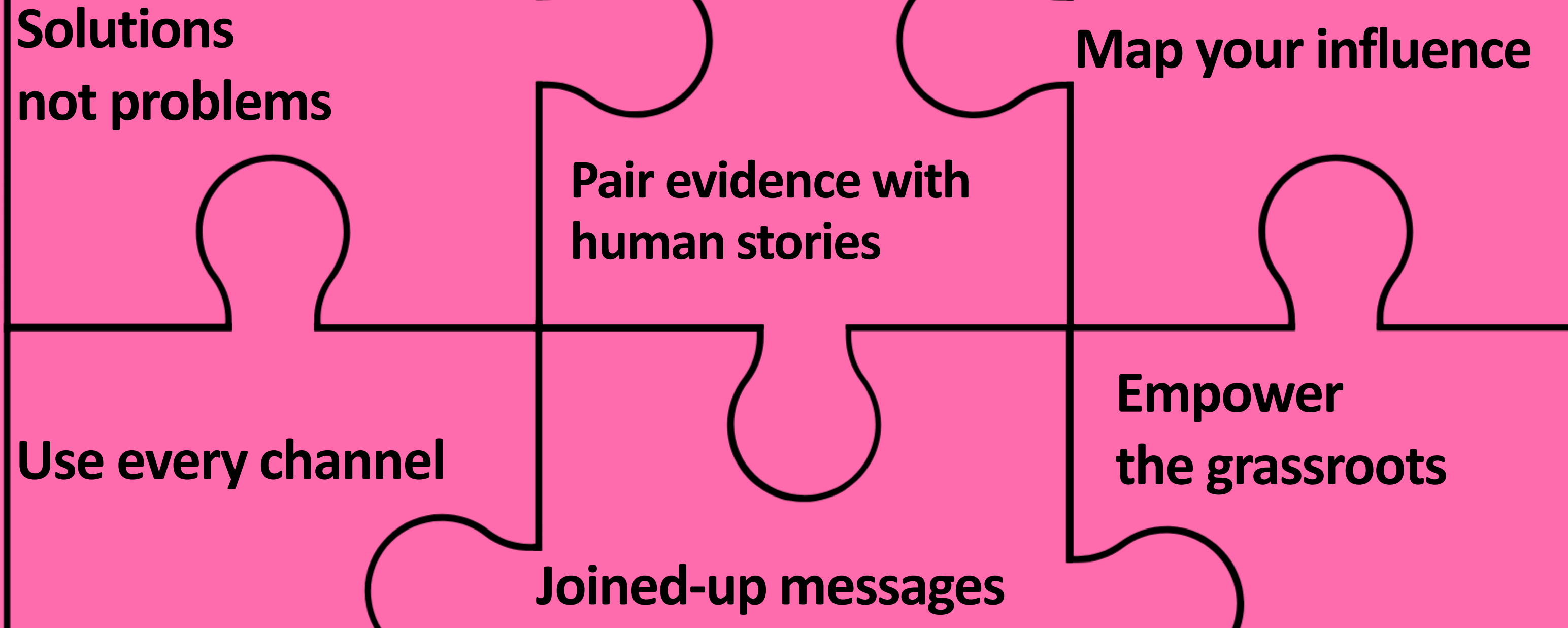
Anita Grover and Tori Bishop-Rowe



The Puzzle



What works
Placing the right pieces



**Solutions
not problems**

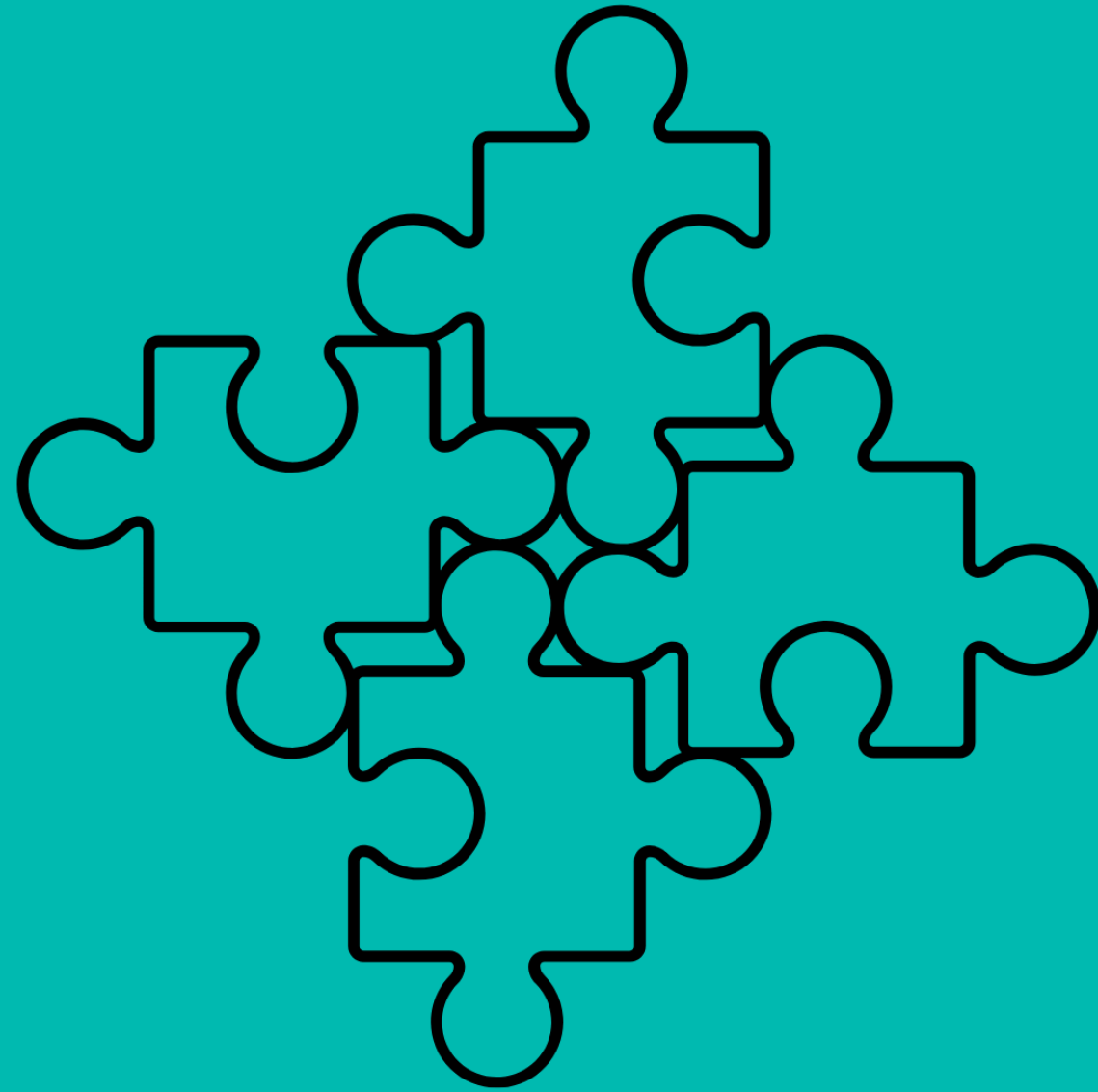
Map your influence

**Pair evidence with
human stories**

Use every channel

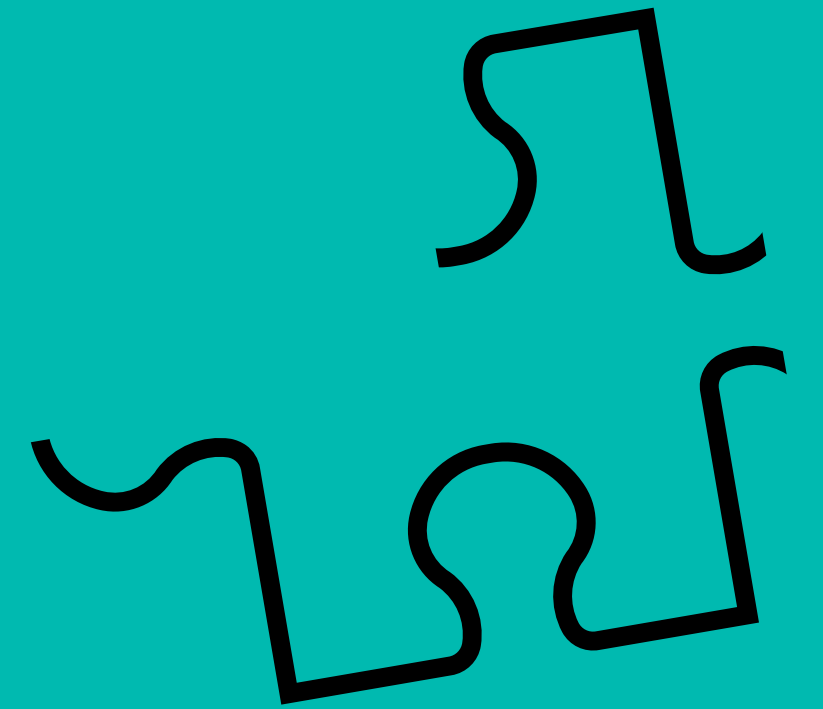
**Empower
the grassroots**

Joined-up messages

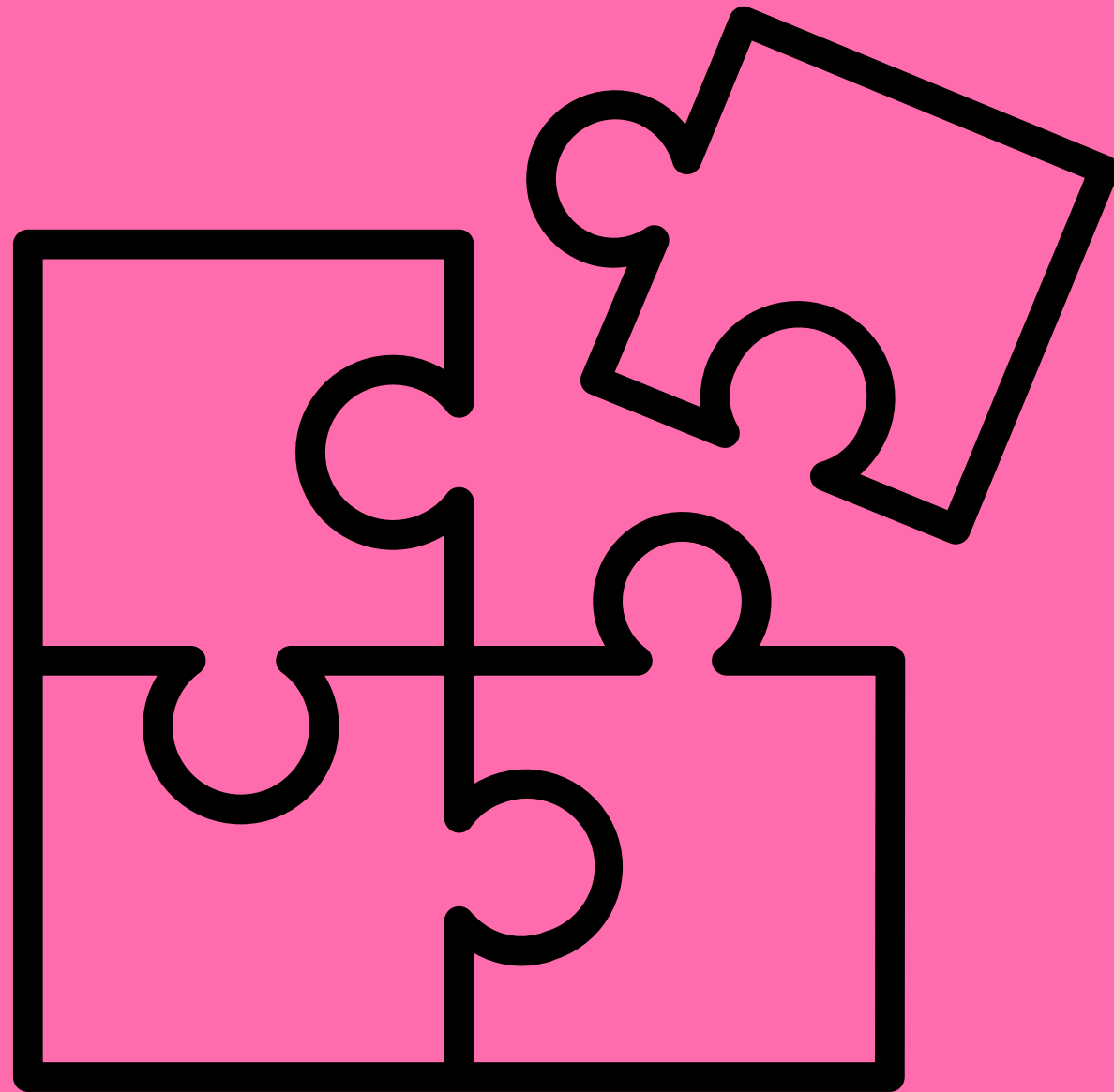


What doesn't work
Mismatched pieces

- **Too emotional or confrontational**
- **Too much technical language and assumptions**
- **Overpromising**
- **Giving up too soon**



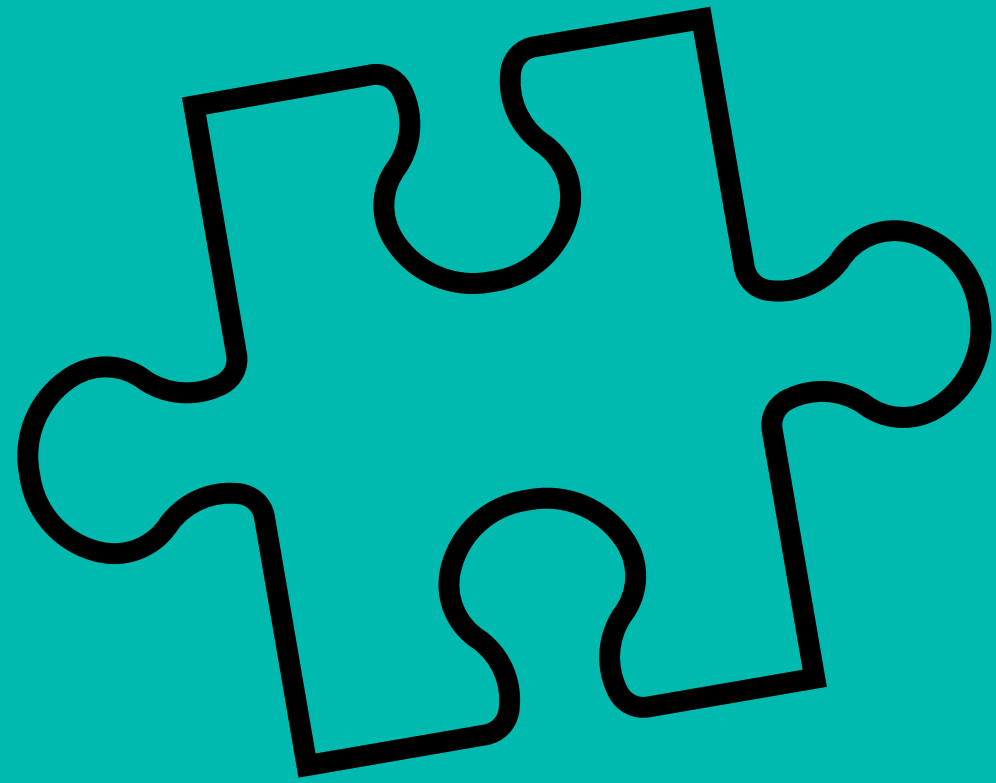
What Doesn't Work



**Why it
matters**

A young man with dark, curly hair, wearing a dark suit, white shirt, and striped tie, stands at a wooden podium. He is looking down at a document on the podium. The podium has two microphones and a small plaque with a crest. Behind him is a teal backdrop with a repeating pattern of the 'AV UK' logo, which includes a stylized face. To the right, a white draped curtain is visible.

My three years of Auditory Verbal therapy
allow me to have a voice



**When influencing,
what have you seen
working and not working?**