What is influencing?

Gently or subtly changing behaviour through intangible, often social, engagement

Complements formal agreements and engagements

Typically done to shift or maintain a behaviour towards a goal of interest to the influencer, but it can be bidirectionally beneficial

Varied demonstration of influencing: relationship and trust building, opening and maintaining dialogues, supporting local initiatives

INTEGRITY

Our approaches to influencing and diplomacy interventions:
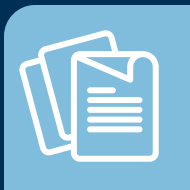
THEORISE   MONITOR   EVALUATE

What's your hypothesis?

We use highly visual and actor focused Theory of Change (ToC) models to articulate the complexity of how diplomacy and influencing changes happen.
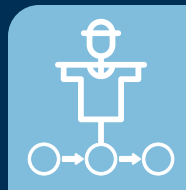
Our approach recognises that ToCs for influencing have multiple futures and feature activities that build causal potential, rather than immediately creating a tangible change.
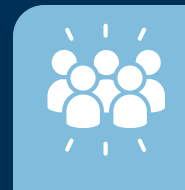
INTEGRITY

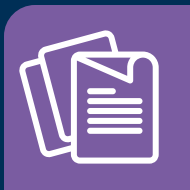| Document review | Identify actors of interest and relevant interventions | Develop 'strawperson' ToC | Facilitate stakeholder workshop | Tidy workshop efforts into visual ToC and narrative |

MONITOR

Capturing slow-burn change…

Influencing and diplomacy results are highly behavioural in nature and develop slowly over time.

They need bespoke, flexible monitoring systems to track incremental progress and positive and negative trends, while remaining lightweight so teams can use with limited capacity and resources.

We use observational methods and self-signification to interpret the core features of change.

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Review the strategy

Tailor observational evidence tool

Team members collect data

Analyse data for change and contribution

Share findings and triangulate as desired

…and being creative with data sources

Open-source data is increasingly used to monitor diplomacy and influencing efforts and outcomes.

These data can come from structured official data sets or less structured data like that require processing, like press releases, news or social media, or meeting minutes.

We use data science tools to access, process and visualise open-source data to monitor changes in things like state policy positions, preferences, voting patterns, or influencing outcomes.

INTEGRITY

Identify data sources

Create variables to capture outcomes of interest

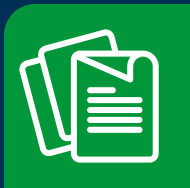Analyse data with qualitative and quantitative approaches

Present analysis with clear narratives and visuals of trends

Connecting results back to influencing efforts

Influencing and diplomacy changes can be nebulous and difficult to document.

We blend robust methods including outcome harvesting, contribution analysis, and appreciative enquiry to deliver qualitative and participatory evaluative exercises that identify how interventions contributed to influence and diplomacy results.

Findings are presented in visualisations as well as narrative.

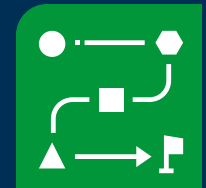Identify events and informants

Hold semi-structured interviews

Conduct rolling analysis

Develop causal narratives

Visualise causal pathways

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