



Expanding Your Strategic Influence

Building Trust, Inspiring Action, and Moving Your Mission Forward

2026 West Texas Rural Philanthropy Days



□ *Let's connect on LinkedIn*

What Gets in the Way of Influence?



The Right Ideas, Wrong Reception

Most nonprofit leaders have the right ideas — but struggle to get boards, donors, and partners to act on them.



It's Not About Power

Influence is built on credibility, clarity, and connection — not titles or hierarchy.



Two Practical Frameworks

Today's session delivers two tools you can immediately apply to expand your impact: KANO and Answer First.





PART 1 OF 2

Your Highest & Best Use of Time

Not all work is created equal. The first framework helps you identify where your time creates the most strategic value — and where it quietly erodes your influence.

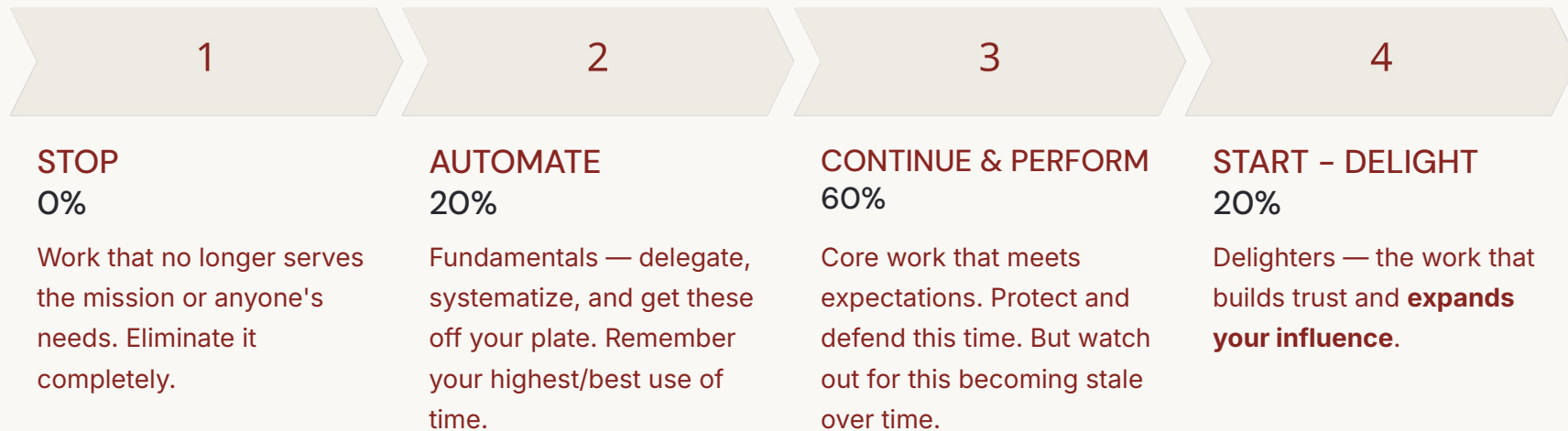


The KANO Model: Stop, Continue, Start



Three Zones of Work

Your Personal KANO: Where Are You Spending Time?



❏ The goal is to reclaim 20% of your time for high-impact, trust-building work that no one else can do.





PART 2 OF 2

Communicating for Influence

How you present your ideas determines whether they move people to action — or get filed away and forgotten. The second framework transforms the way you communicate.





Bad Presentations Kill Good Ideas

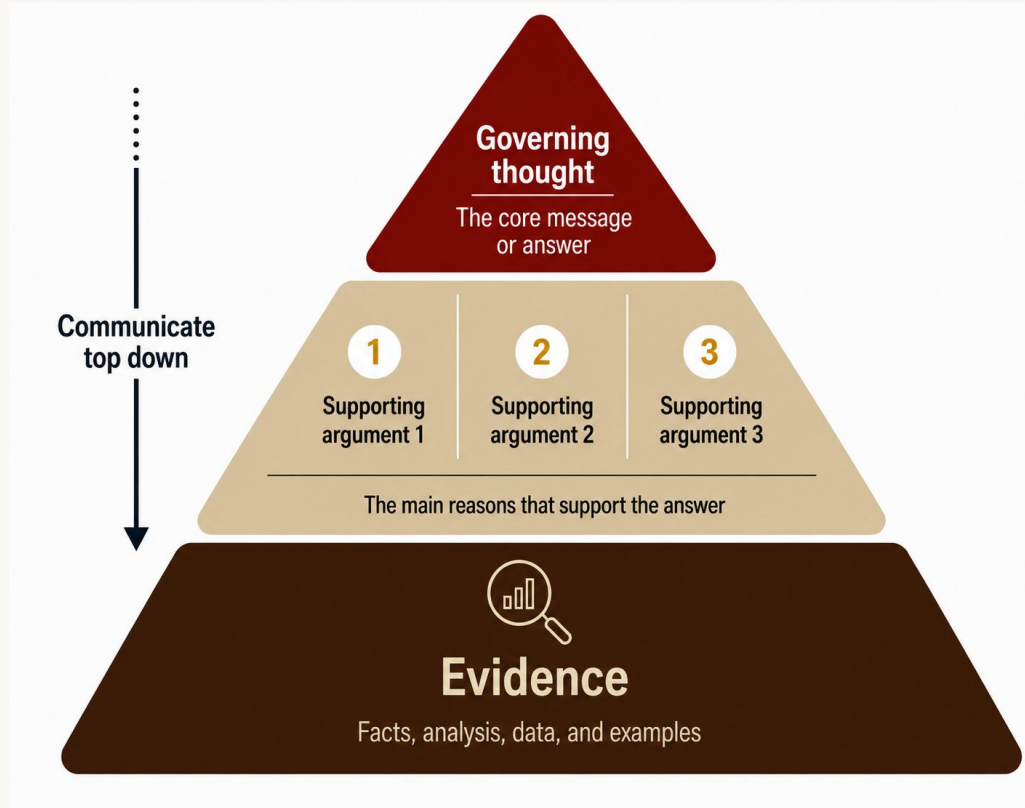
Boards and donors tune out when they can't find the point — **even when the work is excellent.**

The problem isn't the data. It's the **structure and the story.**

If your audience is searching for your point, you've already lost them.



Answer First: From "What" to "So What"



The Answer First Principle

1 Lead with your recommendation

Don't make your audience wait for the point. State it first.

2 Ask yourself three questions

- What is my point?
- What has changed?
- What do I need them to do?

3 Then provide the support, only if needed

Discussion, backup data, and evidence follow, not lead.

Answer First: Real Example



1 Lead with your recommendation

I recommend we sunset our after-school tutoring program.

2 Answer the three questions

- **What is my point?** Strategic alignment
- **What has changed?** Demand has declined, strategic priorities have changed, we can use resources elsewhere for greater impact.
- **What do I need them to do?** Agree with my recommendation.

3 Then provide the support if needed

Discussion, backup data, and evidence follow, not lead.

Your Influence Action Plan



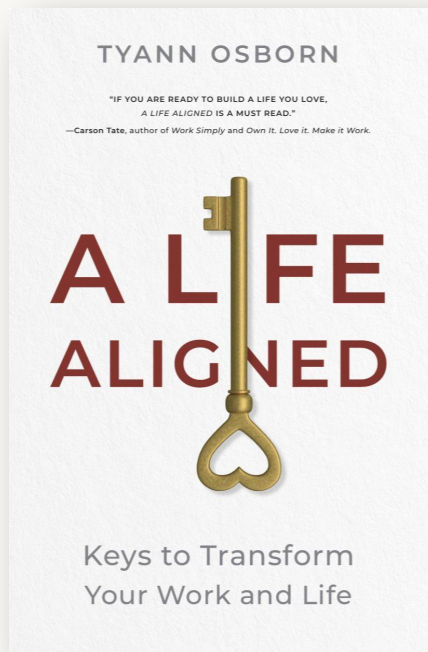
Audit Your Time

Complete your Personal KANO.
Identify **one thing to stop** and
one thing to automate — this
week.



Restructure Your Next Ask

Lead with the recommendation.
Follow with the story. Practice
Answer First in your very next
communication or presentation.



Please provide
your feedback
for this session
HERE

