

# EAFM for Leaders, Executives and Decision Makers (LEAD)



## D2: Qualifications

### Guidelines for EAFM champions

*(Definition of EAFM champion: anyone who is promoting EAFM; i.e. all of us)*

*Job of EAFM champion: to look out for/identify opportunities for promoting EAFM*

- Map your own golden circle (circle of influence/concern)
- Watch Simon Sinek 'the golden circle' ; people buy why we do something, not what we do; communicate from the inside out (say WHY we believe in EAFM and why I believe it is good for you; WHAT EAFM is, and HOW to engage/ support EAFM... ie 1<sup>st</sup> step support EAFM course)
- Identify your gatekeepers/ change agents (who controls/ influences knowledge)
- You need to be a people person; need to continually build networks and map these networks (mindset/ way of working)
- Do road shows (Micheal); link your salesmen
- Develop list of champions/gatekeepers/change agents; these lists need to be shared with whole group
- Need to know how to access the media
- Knowing how to identify opportunities for LEAD