



Sample Questions to Identify People of Influence

1. Who has key access to valued information?
2. Who do people seem to want to please?
3. Who generates positive excitement among community members or the targeted group?
4. Who would the group/organization miss most (in terms of value) if they left the group?
5. Who gets their way more often than the others?
6. Who takes “center stage” most often?
7. Whose power seems to be increasing?
8. What names are mentioned over and over again during conversations?
9. Who is asked the most questions during meetings?
10. Who are people quoting?
11. Who are people talking about when they say, “Ask _____ . He/She will know.”
12. Who do people go to for advice or to have problems solved?