

60-second guide

to building a network
of internal champions



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Could internal champions be hiding in your ranks?

Whether you're launching a new channel, delivering a change initiative or looking for new ways to communicate regular strategic updates, you should be harnessing the collective power of your people.

Together, internal champions could drive real change for your organisation.

Here's how to bring them together, in five simple steps.



1

Set a meaningful, measurable goal

Your community of champions will need a clear sense of purpose – a mission they can feel a part of.

Start with the outcome you're working towards, rather than the output you expect from the group.

Can you connect to business objectives you are already measuring?



2

Think carefully about roles and recruitment

There's a difference between an informal 'influencer' and an ambassador, who is a formal representative of a programme.

Consider the *Four Dimensions of Internal Influence* when planning your approach.

Inviting volunteers or nominations is a great way of identifying ambassadors.

But if it's influencers you're seeking to engage, consider a technique such as snowball sampling.



3

Create a value exchange

Consider the value you will offer your champions, not just what you expect them to deliver.

You could offer your champions:

- The opportunity to learn new communication skills
- Early or special access to information
- More leadership visibility
- Professional development

Use this information to create a clear role profile.



4

Develop a framework

If you've followed the previous steps, your new champions will be brimming with ideas. It is your job to provide some structure.

Develop a framework for engagement.

Depending on your goals, this will likely involve creating onboarding materials, setting regular touchpoints and agreeing delivery milestones.

Don't forget to invite feedback! It's important to listen as much as you share.



5

Evolve

Over time, your network may seek to build on this framework. The best champions' networks evolve organically and require less intervention over time.

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Need help harnessing the
power of your people?

We'd love to support you.

Get in touch



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