



FIRENET

ADAPTING TO WILDFIRE

STAKEHOLDER ADVISORY COMMITTEE MEETING #2, MAY 18TH 2021

INFLUENCING

WHO? WHAT?

homeowners; government and property owners because systemic change needs to happen; disinterested or disengaged landowners; funding and resources for people who are less resourced/vulnerable; get those private owners more engaged; planning process and education private to federal; folks stuck in a 20th century paradigm of forest and fire management

INFLUENCE

WORD ASSOCIATIONS

presence, informed, plan, engaged, connected, interested, trust, persuasion, change, valuable persuasion, interest, partners, leadership, change, consistency, transaction, social proof, advocacy, sway, expansion, culture shift, dynamic

SCALES OF INFLUENCE

META-INFLUENCE

GROUP INFLUENCE

INTERPERSONAL



Roles

How individual roles help achieve a fire adapted future

Influence

How social influence impacts fire outcomes

Networks

Exploring the fire network in Central Oregon

Groups

Diverse perspectives on fire and connections

Strategies

Leveraging our connections to adapt to fire

INFLUENCE

Influence is a type of social capital for achieving collective ends.

On the one hand, influence is a social force that can be **wielded** through money, resources, and priorities. This influence is related to positional power and existing structures. Wielded influence is asymmetrical and sometimes invisible to those that have it.

On the other hand, influence is also a social force **cultivated** through trust and reciprocal exchanges. Brokered influence has a multiplicative value for those involved. As a social capital based on trust, brokered influence is more durable to failure, while wielded influence based on authority can be more brittle.



Influence: Changes the knowledge, attitudes and beliefs of others

TRUST



- Informal
- Bi-directional
- Behavioral
- Durable
- Lower cost to failure
- Decentralized, bottom-up
- Soft power
- Implicit influence
- Peripheral to money

AUTHORITY



- Formalized
- Uni-directional
- Structured
- Brittle
- High cost of failure
- Directional
- Hard power
- Explicit influence
- Often tied to money & resources



Coordinated influence

Bottom-up influence achieved through listening, time, and reciprocal interactions



Brokered influence

Bottom-up influence achieved through venue, expectations, rules, and framing



Wielded influence

Top-down influence predicated on existing structures and resources