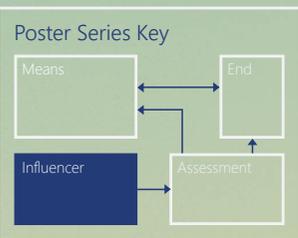


Business Motivation
Model Explained:
Identifying Influencers

The Business Motivational Model provides a scheme or structure for developing, communicating and managing business plans in an organized manner.

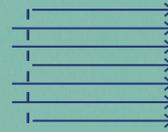
IDENTIFYING INFLUENCERS

When putting together a business motivation model for your enterprise, you will need to account for Influencers.



INFLUENCERS

An influencer is any entity that is believed to have the power to affect the organization.

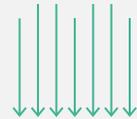


As you might expect, influencers are key to its overall **successful** running.

After all, there is little point in putting together a plan if **management is blatantly ignoring** the very things that will – almost undoubtedly – **influence and alter the eventual implementation**, which is why documenting them is so important.



INTERNAL INFLUENCERS



Reside within the enterprise

THEY MAY BE ANY NUMBER OF THINGS

The quality of available resources

To habits present within the organization.

ENTERPRISE

EXTERNAL INFLUENCERS

Are elements outside the enterprise

THE MOST COMMON ONES ARE

Competitors in the marketplace

Regulators

The customers themselves



The examples provided account for the most frequently encountered influencers. However, they may vary considerably, according to every enterprise's individual situation.