

How to design a policy influence plan?

Toolkit N°4

What we desire. Define influence objectives

This toolkit is part of a series addressing the various components of a public policy influence plan.

In this toolkit attention will be focused on the definition of the policy influence objectives.

After having performed a diagnostic to learn how the organization is positioned in order to create a policy influence plan (for example, by means of a SWOT¹ analysis), after having decided how to attach the organization's proposal to one or to a set of public problems (for example, by the Problem Tree Analysis) and after building consensus about the opportunities and challenges², the organization will be able to move towards the second stage of the plan which consists in defining **the influence objective/s**. **This means that the members discuss and make concrete decisions about** what will be influenced specifically.



For this reason, the existence of different **types of objectives** should be taken into account.

Policy influence Main Objectives. It refers to the specific change that an organization wants to make or install in the public environment. It should be measurable, and further explain what

1 Organizational analysis methodology based on the detection of Strengths, Opportunities, Weaknesses and Threats in an organization.

2 For further information about Diagnostic, please refer to **Toolkit N° 3: Where we are, and how far we can move forward. Identify strengths, weaknesses, opportunities and challenges**. Available at: www.vippal.cippe.org

