



Why is Relational Organizing important?

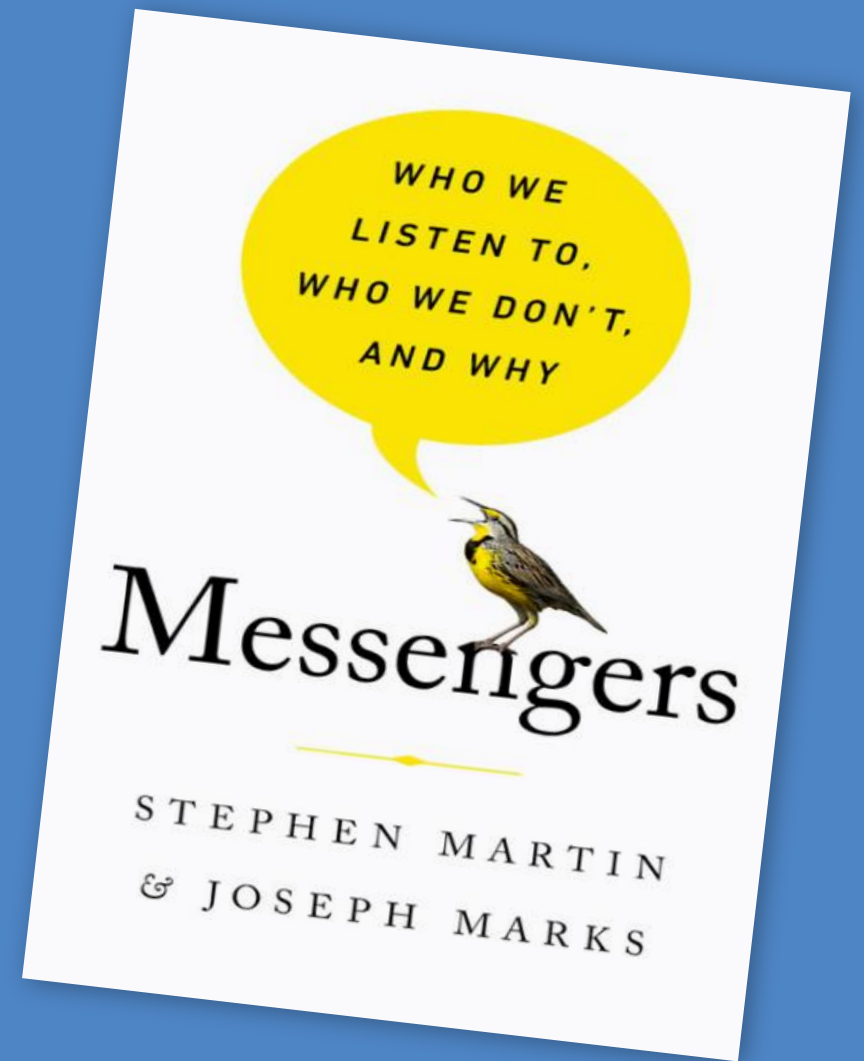


Relational organizing is about building power within your own community and sphere of influence



MESSENGER > *message*

We know that the *perceived trustworthiness* of the messenger is *more important than the truthfulness* of the message.



Win hearts and minds

LETTERS

<https://doi.org/10.1038/s41558-019-0463-3>

nature
climate change

Children can foster climate change concern among their parents

Danielle F. Lawson^{1*}, Kathryn T. Stevenson¹, M. Nils Peterson², Sarah J. Carrier³, Renee L. Strnad⁴ and Erin Seekamp¹

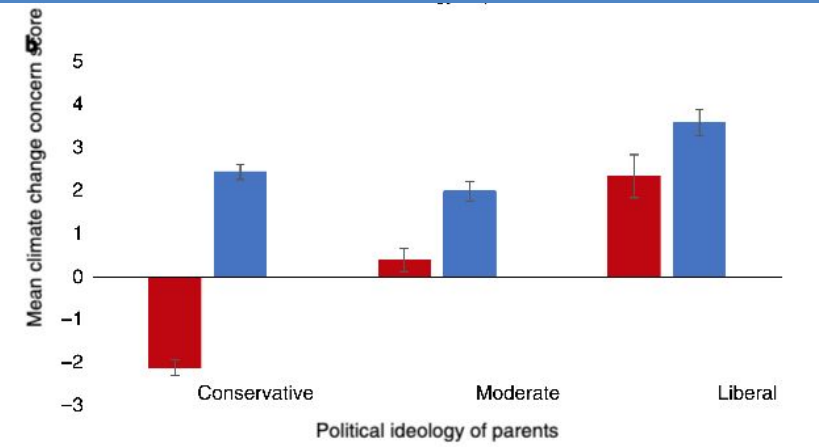


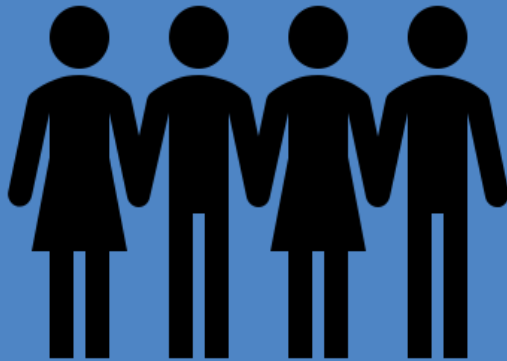
Fig. 1 | Parent climate change concern as a function of political ideology. **a,b**, Mean climate change concern scores based on political ideology of parents in the control (**a**; $n=92$) and treatment (**b**; $n=196$) groups before (pre-test) and after (post-test) treatment. Error bars show 95% confidence interval.

How change happens

Individual



Interpersonal



Institutional



Societal



Vision n.

The act or power of seeing,
The act or power of imagination

To make progress in our communities the most impactful thing we can do is create **meaningful conversations** with the people who are already connected.

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Mapping Your Network & Building Your List



**Friends from
residency and/or
medical school**



**Clinicians at your
hospital**



**Health
Mentors**

**Friends in your
professional
medical
societies
Others?**



**Clinicians in
your practice**



You!

Friends from
residency and/or
medical school

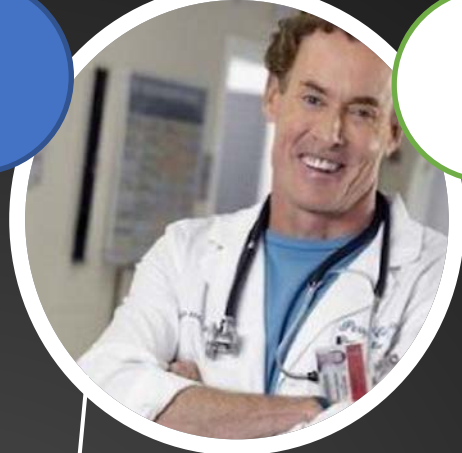
Clinicians at your
hospital

Health
Mentors

Clinicians in
your practice

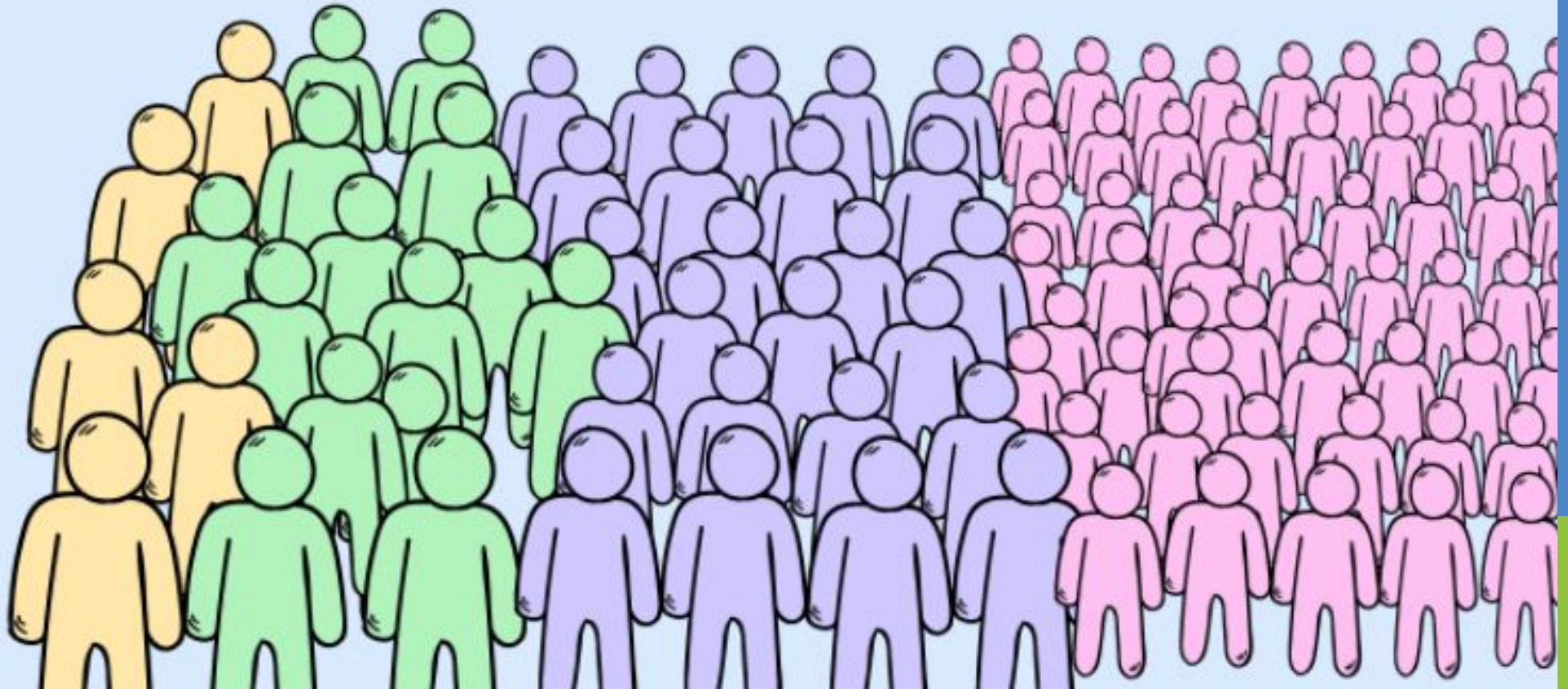
Friends in your
professional
medical
societies
Others?

You!



Dunbar's Number : 150

Typical number of people we can keep track of and consider part of our ongoing social network



Your Sphere of Influence



Breakout Activity: Time to build your list

Clinicians
in your
practice

Clinicians
at your
hospital

Friends
from med
school
and
residency

Health
Mentors

Colleagues
from your
med
society

Others

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

- 1.
- 2.
- 3.
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- 5.

What are your next steps?

Bev Harp Nicole Duritz