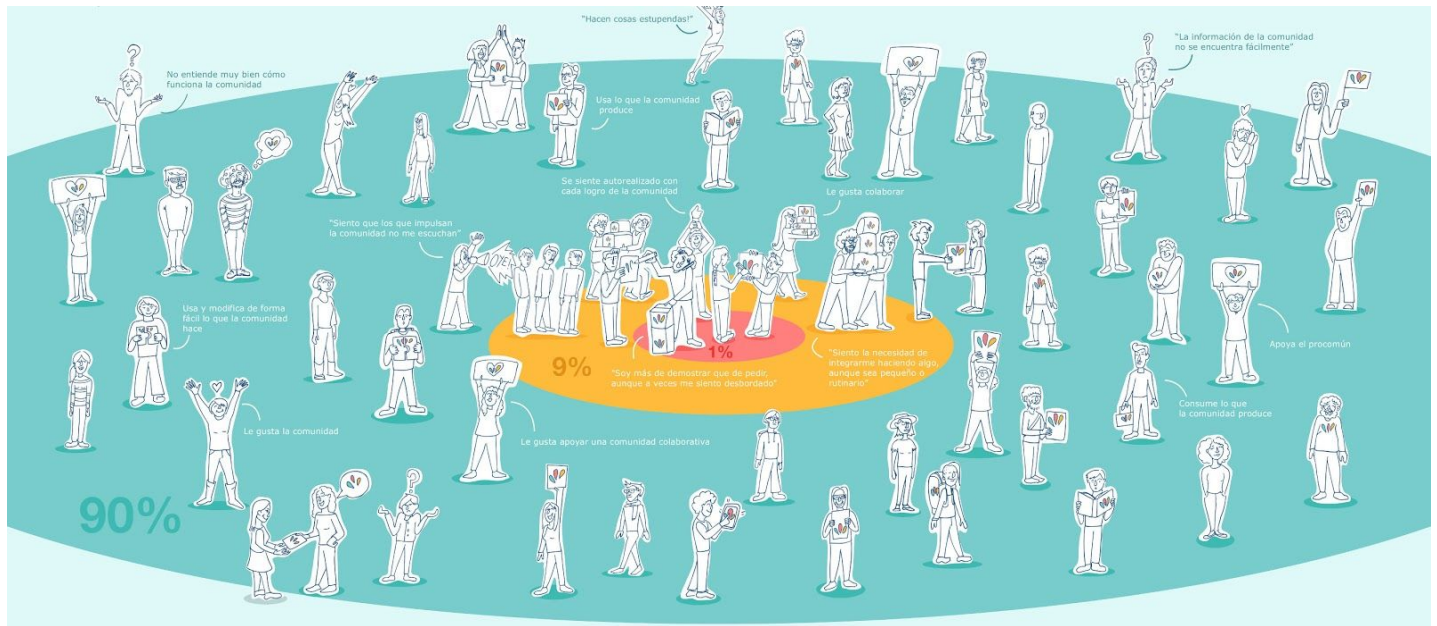# Strategic Networking Frameworks

The '1:9:90 Rule' and the 'Circle of Influence' are two frameworks that are important to keep in mind as you are making plans to network with food system stakeholders and decision makers.

The 1:9:90 Rule

At any given time, in any group, you can usually follow the 1:9:90 rule: 1% represents group members who are really in the trenches figuring out the details and getting things done; 9% represents members showing up to meetings who are very aware of the work and strong champions, but not as able/willing to do the fine detailed work as the 1% group; 90% represents group members who are somewhat aware/know the concept but are not engaged in the change in any active way, including knowing enough to tell the story-spread the word. This is good to keep in mind with your work as a food council. The more people you meet with and share your story, the more your network will grow. The more you increase your network, the more people available for each category (1:9:90), and the more possibility you have to build and find new leaders and champions.

The Circle of Influence

Our circle of influence includes those things that we can do something about currently. Our circle of concern are those issues that we would like to change. Our ability to change the issues in our circle of concern are directly related to how deeply our circle of influence overlaps with/reaches those issues. In order to effect the circle of concern, we can focus on expanding our circle of influence. The wider our network of relationships (or influence), the greater our potential to affect issues in our circle of concern. This visual of the circle of influence concept captures the importance of increasing the relationships we have (our network) in order to affect lasting change.