Why is Relational Organizing important?
Relational organizing is about building power within your own community and sphere of influence.
We know that the perceived trustworthiness of the messenger is more important than the truthfulness of the message.
Win hearts and minds

Children can foster climate change concern among their parents

Danielle F. Lawson, Kathryn T. Stevenson, M. Nils Peterson, Sarah J. Carrier, Renee L. Stmad and Erin Seekamp

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.
To make progress in our communities the most impactful thing we can do is create meaningful conversations with the people who are already connected.
Mapping Your Network & Building Your List
Friends in your professional medical societies
Others?

Clinicians at your hospital

Health Mentors

Clinicians in your practice

You!
You!

Clinicians at your hospital

Health Mentors

Clinicians in your practice

Friends in your professional medical societies

Others?

Friends from residency and/or medical school

You!

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

- You
- Colleagues from your practice
- Friends from medical school and residency
- Mentors
- Clinicians from your health system & medical societies
Breakout Activity: Time to build your list
What are your next steps?
Bev Harp
Nicole Duritz