

*Region of Peel –
Sphere of Influence Initiative*

5 Minute Thesis Presentation

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Sphere of Influence – Background

- Senior leaders in municipal organizations are expected to be engaged with key external organizations impacting their policy/programs.
- Limited understanding of our organizational ability to promote good public policy and influence decision-making.
- Allows senior leadership in Peel to strategically manage external relationships through an influence lens.

Sphere of Influence – Methodology 2012

- Electronic survey distributed to Peel senior leaders to identify formal connections and assess ability to influence.
 - Influence defined as an external organization’s ability to affect local, provincial and federal decision-making.
- Developed and applied a Sphere of Influence measure:
 - Internal measure based on individual roles and interaction with external organization
 - External measure based of individual’s perceived influence of external organization
- Internal and external measures combined to attain a Sphere of Influence score.

Sphere of Influence – Applying and Improving 2012

- Presented Sphere of Influence results to Peel's Executive Leadership Team and Department Leadership Teams in 2013.
- Key applications included:
 - Supporting corporate priorities/strategic planning
 - Allocating appropriate resources (human and financial)
 - Identifying and closing relationship gaps
- Following 2013 presentation of Sphere of Influence, staff sought to validate and improve upon the results:
 - Enhance survey to capture additional relationship information
 - Improve response rate (78%)
 - 3rd party review of Sphere of Influence methodology and assumptions
- Direction received to conduct Sphere of Influence survey in 2014.

Sphere of Influence – Methodology 2014

- Enhanced survey to: identify all organizations of influence, formal and informal connections and area municipal connections
- Move from electronic to direct delivery of survey through one-on-one interviews (116 total conducted. 100% of survey group completed)
- Data analysis complete and to be presented to Executive Leadership Team by end of 2015

Sphere of Influence – Applying and Improving 2014

- Enhanced data means new applications to areas like human resources, strategic advocacy planning and area/regional relations.
- Develop and apply “Influence Strategies” for organizational leadership.
- Academic review necessary to test research methods and improve where appropriate.
- Planning for 2016 Sphere of Influence.

Thank You

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