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**D2: Qualifications**

**Guidelines for EAFM champions**

*(Definition of EAFM champion: anyone who is promoting EAFM; i.e. all of us)*

*Job of EAFM champion: to look out for/identify opportunities for promoting EAFM*

* Map your own golden circle (circle of influence/concern)
* Watch Simon Sinek ‘the golden circle’ ; people buy why we do something, not what we do; communicate from the inside out (say WHY we believe in EAFM and why I believe it is good for you; WHAT EAFM is, and HOW to engage/ support EAFM… ie 1st step support EEAFM course)
* Identify your gatekeepers/ change agents (who controls/ influences knowledge)
* You need to be a people person; need to continually build networks and map these networks (mindset/ way of working)
* Do road shows (Micheal); link your salesmen
* Develop list of champions/gatekeepers/change agents; these lists need to be shared with whole group
* Need to know how to access the media
* Knowing how to identify opportunities for LEAD