

## GATEKEEPERS

A gatekeeper is an individual who possesses the ability to influence the opinions and behaviors of others. They are a powerful agent of socialization.

### Traits of A Gatekeeper

- Held in high regard by other members
- Constantly sought out for advice by other members
- Have one's ear to the ground and always seem to be the first to know what is going on.
- Are a trendsetter - others will mimic them (word choice, speech patterns, ideas)
- Immediately looked to during times of uncertainty when clear instructions are not given
- Encourages and facilitates interaction from those members who are usually silent
- Usually belongs to multiple clusters within the group
- Tend to be very strong at listening and are effective communicators

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Remember! Multiple gatekeepers may exist within the same group.

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### Different Ways to Identify A Gatekeeper

- Poll the team (i.e. who do you go to when you are stuck, unsure, feel always knows what is going on)
- Create a relationship map and note the commonalities.
  - Administer the following [survey](#) to each member of your team.

*Initially created by Andrea Nash-Boynton | 11/21/19 | More free resources available at [andreanashboynton.com](http://andreanashboynton.com)  
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- Point values are assigned: Always 5, Usually 3, Sometimes 2, Rarely, 1, Never 0
- Look for names that score high across multiple respondents.
- Observation - Who rallies the team to optional group oriented tasks. Gatekeepers tend to have very strong social connections with different members and will leverage that to motivate the group.
- Observation - Observe how information trickles through the group. When a gatekeeper is involved, the information will branch out to to a minimum of three people.
- Observation - Observe who belongs to multiple clusters within a group. Gatekeepers tend to cross multiple social groups.

### **Working with a Gatekeeper**

Step One: Identify your gatekeepers

Step Two: Acknowledge their strengths

Step Three: Identify the change that is about to occur

Step Four: Seek their feedback.

Step Five: Obtain buy in on the particular change

Step Six: Let the gatekeeper know how one might help

Step Seven: Make a plan to check back in with the gatekeeper

Step Eight: Thank the gatekeeper

Step Nine: Follow up with the gatekeeper