



## 5 STEPS FOR MAKING AN INFLUENTIAL PROPOSAL

### Identify Key Stakeholders

Who is resistant?

Who is neutral?

Who is supportive?

### Identify Your Influencing Strategy

Clarify your proposal pitch:

#### Engagement Strategy:

• What is the level of engagement each stakeholder needs?

• Who will engage with which stakeholder?

• What are the messages to each stakeholder?

• What is the preferred communication style for each stakeholder?

• Draft an engagement schedule and timeline.



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## Identify Your Communication Style

- Direct communication
- Formal presentation
- Informal connection
- Just the facts
- Listening focused
- Lots of data
- Personal connection
- Telling stories

• What is your preferred method of sharing information?

• How does each stakeholder prefer to be communicated with?

## Identify the Impact on Stakeholders

**How will your proposal impact each stakeholder?**

• What is their primary concern?

• How will this impact their role?

• How will this impact their team or function?

**Identify possible solutions to address their concerns.**

• What can be done to mitigate their main concern?

• What common ground can you find and focus on?

• Engage in an open and transparent conversation about your proposal and their concerns.



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## Aim for a Win - Win Resolution

### Engage with your stakeholders.

- What are their key drivers for responding to your proposal?

- Where are they getting pressure from? (Time, resources, etc.)

- What do they stand to gain with your proposal?

- How can these gains offset any drawbacks?

### Influencing comes down to relationships.

- When developing and pitching a proposal, focus on engaging with stakeholders as people rather than representatives of their teams or functions.
- Identify how they prefer to get information and be engaged with, and make sure your approach matches their preference.
- Identify possible concerns before engaging with stakeholders, and come prepared with possible solutions.
- Find common ground that you can agree upon and start building support to move forward.