

## **How to Pitch a Big Idea (And Get a Yes)**

Depending on how you present your new idea to your boss or your board, you could be facing two very different reactions. We learned through the focus groups that this was a big communication problem with newer team and board member. So if you want to nail that “yes,” you need to treat your idea seriously—and outline solutions and a clear execution plan.

With this in mind, we researched to come up with 8 critical tips that you should take before walking through that door.

### **1. Reduce the Risk**

*When you pitch an idea, clearly lay out in advance how leadership should judge its success quickly. What’s the first milestone that will indicate the project is a success? Set a specific goal. Plan step-wise goals instead of one huge long-term one. That means leadership only has to invest in the first stage of the project.*

### **2. Prove You Can Handle It**

*Before pitching a new project, you should be prepared to outline that your existing tasks and projects are in order. You have to show you have the time and resources to lead a new project before your idea will be entertained. If others are involved in the plan, make sure this is covered for them as well.*

### **3. Come in With a Clear Plan**

*This seems like a fairly obvious piece of advice, but we found that it’s not very often followed. Especially if you haven’t had the chance to prove your leadership potential, an idea lacking a plan will likely be ignored. However, if you walk in with a polished plan, it will show you’ve put a good deal of thought into the problem.*

### **4. Prepare to Defend Your Idea**

*Be prepared to counter objections with reasons why we should do this. Ideas need to be able to withstand being knocked down. Be able to push back.*

### **5. Show Enthusiasm**

*When it comes to leading a project, the most important tip is to be confident. Make sure to show a lot of honest enthusiasm about the project because it will demonstrate that you will be able to rally your team to success.*

## **6. Focus on the Idea's Potential**

*Make it clear how this idea will benefit the organization. Make sure you can demonstrate how to turn your idea into reality. Discuss the risks, and prepare a viable plan to show you're committed to the work and invested in its success.*

## **7. Prepare 3 Lists of 3**

*Bring your supervisor three lists of three items each*

*The first list should include three reasons why this project would benefit the organization.*

*The second three reasons why you're perfect to lead the project*

*The last should be the three obstacles you see getting in your way and how you would handle them.*

*These lists display planning, forward thinking, and ambition!*

## **8. Create Visual Aids**

*When you are pitching anyone on anything, don't underestimate the importance of visual aids. Visual aids are a more powerful communicative tool than anything you could say or write, because they allow your people to imagine a world in which this already exists. They make your idea real and relatable.*