

# DO'S AND DON'TS IN SELLING YOUR

## STRATEGIC IDEA

To influence strategy, you need more than great ideas; you need to communicate them in compelling ways and avoid mistakes that could derail your efforts. Mistakes like...

### OVERWEIGHTING THE FACTS

Cold, hard facts — Relying on the belief that facts will convince everyone, not recognizing that decisions are often **emotional**.

**The Fix:** Give people the data to make them feel more excited and less afraid about your idea.

### TRYING TO CONVINCE PEOPLE WHO DON'T KNOW YOU

Credibility gap — Proposing ideas without established trust increases perceived risk, making it harder for your ideas to gain traction.

**The Fix:** Use someone with established credibility to champion your idea and bridge this gap.

### STARTING AT THE END, NOT THE BEGINNING

Presenting a solution that looks finished can alienate stakeholders by implying that their input wasn't necessary.

**The Fix:** Engage them early and incorporate their feedback to earn their acceptance.

### OTHER USEFUL APPROACHES

- **Connect to an existing strategy:** Link your idea to current strategies to show that you are building on their efforts.
- **Reframe your perspective:** Present your idea from the perspective of a key stakeholder to gain broader support.
- **Embrace criticism:** Respond to objections with openness to refine your idea and show that you value everyone's input.
- **Address passive-aggressiveness:** Confront nonverbal skepticism directly to clarify and dispel concerns.