

Taking Your Ideas to the Next Level

An Infopeople Webinar

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Communicating Your Idea: A Script

It's important to communicate both your idea and the reasoning behind it. This script can help you shape an effective message.

1. **Tell people – briefly – where you're headed. Try to make it easy for them to visualize the difference you want to make. Be sure to describe what customers will experience.** *Our goal is to... We're looking forward to a day when... We want to move towards... We believe our customers will benefit when... This will make it easier for community members to...*
2. **Give them the facts that support your proposal.** *This came to our attention because... We looked into the situation and discovered that... In the focus groups we heard that... Our most recent statistics show that...*
3. **Tell them what action(s) you're proposing. Let them know that you thought things over before deciding what to do.** *Our interest in finding a low cost alternative led us to... After considering a range of options, we agreed it makes sense to...*
4. **Describe how your idea fits in with other plans and strategies.** *This aligns well with the part of our strategic/facilities/technology/budget plan that says... This supports our...initiative... This responds to the Board's mandate that we... This fits under Balanced Scorecard objective number...*
5. **Explain how your idea builds on previous successes and/or takes advantage of existing assets/resources.** *One reason we think this will work is that (asset/resource) is already in place... This approach lets us make better use of our (asset/resource)... We're well positioned to do this because we have already... We have a good track record in the area of...*
6. **Tell them how and when you'll know whether this is successful.** *We expect that this approach will result in (measurement) ...in the first (time period)... We'll consider this a success if we reach (measurement) by the end of (time period)...*
7. **Show your passion!** *I am excited about this because... I am working to make this happen because... This means a lot to me because...*
8. **Invite them to join you.** *We hope you'll agree that this is well worth pursuing... We hope you'll support this effort... We're looking for people to help us reach this goal... We'd love talk with you further about how we might work together to make this happen... If you'd like to see this move forward, please... I ask for your "aye" vote...*