Advocacy: Influencing Others and Selling Ideas

John Daly
University of Texas
daly@mail.utexas.edu
Idea Quality

<table>
<thead>
<tr>
<th>Low Advocacy Skill</th>
<th>Poor</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucky Break</td>
<td>Wasted Opportunity</td>
<td></td>
</tr>
<tr>
<td>Wasted Investment</td>
<td>SUCCESS!</td>
<td></td>
</tr>
</tbody>
</table>
Create A Need
Have A Plan
Show Benefits
What Happens If We Don’t Adopt
Create A Need

• Pain matters...people pay for aspirin more than vitamins
• Explain “why now” for your idea
• Know who decides...who can help, who can hurt
• Are you credible?
Create A Need

Have A Plan

Make sure people understand what you are proposing

• Make it easy to implement
• Offer multiple examples of the same concept
• Use multiple media
Create A Need

Have A Plan

Show Benefits

- Short-term vs. long-term benefits
- Answer the WIIFT question for them
  - Your WIIFT is not their WIIFT
  - Different people have different WIIFTs
  - Show people there is a “so what”
  - Consistency matters-think “God terms”
Create A Need

Have A Plan

Show Benefits

What Happens If We Don’t Adopt

- Prepare around objections
- Use vivid evidence
- Have a compelling story