McCombs
Knowledge To Go

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Advocacy: How to Get People to Buy Your Ideas

by John Daly
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SUCCESS!

**Wasted Investment**

**Lucky Break**

**Wasted Opportunity**

**SUCCESS!**

**Idea Quality**

<table>
<thead>
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<th>Low Advocacy Skill</th>
<th>Poor</th>
<th>Good</th>
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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
• 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

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

What Happens If We Don’t Adopt
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