



**INSIGHT 042**

## Gaining Commitment for Your Innovative Ideas

**W**e have all had experiences when our ideas have been rejected by managers who obviously “lacked vision” or “just didn’t get it.” Looking back on these experiences, we may come to realize that we did not fully understand our audience and their needs.

In order to increase the probability of gaining commitment to your innovative ideas, consider the following:

- Understand your audience. Not everyone looks for the same thing—some want to see the numbers, others want to understand how the idea fits with the organization’s strategic direction, while others want to know what impact the idea will have on the organization and other employees;
- Understand that others do not have the in-depth knowledge you have. Make sure you share relevant background information on the problem or issue, including the extent of its severity and why it needs to be solved, and then why your idea is the best solution for the problem;
- Understand that everyone is at a different stage of the idea “buying” process. Some might be ready to say yes immediately, while others need time to think about it, reflect on its implications, or possibly review more information.

Are you planting the Seeds of Innovation® by taking the time to understand your audience’s needs so as to maximize the likelihood of commitment to and support for your innovative ideas?