

Make Your Idea Easier to Support

A quick check before you bring an idea forward



A good idea is easier to support when the value is clear. Use these four checks to make sure the person you're speaking with can quickly understand what you're proposing, why it helps, and what you want to happen next.

	Ask Yourself	Why It Helps
Clarify the idea	Can I explain what I'm proposing in one or two sentences?	<i>A clear starting point makes it easier for someone to follow the idea without getting lost in the details.</i>
Show the improvement	What becomes easier, clearer, faster, or better if this moves forward?	<i>People can evaluate an idea more easily when they can see the practical benefit.</i>
Connect it to them	What priority, responsibility, or outcome does this connect to for the person I'm speaking with?	<i>Relevance helps someone see why the idea deserves their attention.</i>
Make the ask clear	Am I asking for feedback, approval, participation, a decision, or a next step?	<i>A clear ask makes it easier for someone to know how to respond.</i>

One last check: *can someone quickly see the value, relevance, and next step?*

Build stronger influence skills

Explore practical CMC courses to help you frame ideas clearly, communicate with credibility, and make it easier for others to engage with your ideas.

