

INSPIRE

Generating Support



Generating support is one of the Inspire style behaviors in the Sphere of Influence 360°.

How can you ensure in advance that there is support for your idea, plan, or vision? The answer is to inspire people on an **emotional level**, rather than on a rational one:

- What is important to them?
- How does the situation affect them?

If you want to generate support, **timing** is also essential. Make sure you provide and share information early stage; this way, people can let it sink in.



“You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.”

- Lee Iacocca

Exercise: Step by step

Timing and early action are very important when you want to generate support. Remember that sometimes it takes weeks or even months to get people engaged in your idea, plan, or vision. We have worked out a 9-step plan to help you understand what this involves.

Please read through the following 9 steps before writing down your thoughts and insights.

Write down the idea you would like to get across:



Describe your motives to implement this idea, plan, or vision:



What do you think is important to your audience?
Write it down below:



Over the next 2 to 3 weeks, drop your idea, plan, or vision into conversations now and then.



Ask 3 people to brainstorm the pros and cons of your idea. Write these arguments below:



	Pros	Cons
	<ul style="list-style-type: none"> ■ ■ ■ 	<ul style="list-style-type: none"> ■ ■ ■
	<ul style="list-style-type: none"> ■ ■ ■ 	<ul style="list-style-type: none"> ■ ■ ■
	<ul style="list-style-type: none"> ■ ■ ■ 	<ul style="list-style-type: none"> ■ ■ ■

Adapt the original argument for your idea (Step 2) using these new insights. Write the new arguments/motives for implementing your idea, plan, or vision below:



Decide when you will share your proposal.
Find out if people are open to hearing your idea, plan, or vision.



Date:

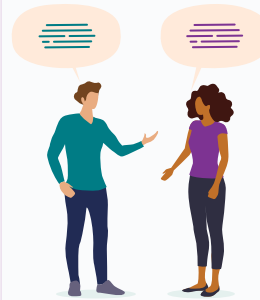
Open to your input?



Prepare your presentation. Make sure you allow for some time to interact with your audience.



- Inform
- Use arguments
- Share
- Explain



- Ask
- Brainstorm
- Use a Poll
- Involve

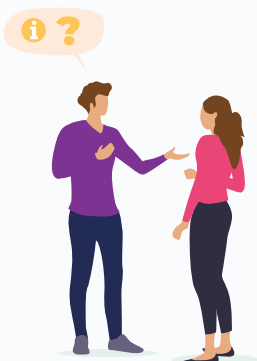
Tell

Interact

30%

70%

Check what people think of your idea, plan, or vision:



Evaluation:

How did your attempt to generate support work out?



1



2



3



4



5

What did you learn? What insights did you gain?

What went well? What would you repeat?

What can you do to improve your performance?

What is your next step?