

**Do Your Homework Before Selling Your Ideas**

1. What do I understand about the organization's goals/objectives?
2. What do I understand about my boss' goals and objectives (for him/herself personally and professionally)?
3. What don't I understand?
4. What will be the immediate impact of my idea on my boss, other individuals, the team, the department, and the organization? The longer-term impact?
5. What options have I already explored?
6. What specifically do I need from my boss?
7. How will I ask for that?
8. What does my boss care about?
9. What are my boss' pet peeves?
10. What is he or she being called on to deliver by his or her bosses?
11. What is on my boss' mind right now?
12. How will my issue help my boss with his or her priorities?
13. How many ideas have I tried to sell to my boss in the last week? Month? Quarter? Year?
14. How successful is my track record?
15. What can I do to increase my chances of success?