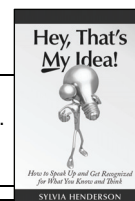




I	<p>Initiate Your Idea. Choose the idea with import. Apply critical and creative thinking to develop it.</p>
M	<p>Mold Your Message. Take inventory of reasons, data, and facts. Edit them down to their essence. Organize the elements for persuasion. Clear it up, write it down.</p>
P	<p>Plot Your Strategy. Use sales strategies to “sell it” (even if it is not for sale). Pace yourself: before, during, and after.</p>
A	<p>Attention...Command It. Assimilate the norms for your organization. Interrupt when warranted. Redirect if necessary.</p>
C	<p>Communicate for Action Listen purposefully. Employ select verbal and nonverbal techniques. Integrate effective presentation skills.</p>
T	<p>Terminate assertively. Schedule the <i>next move</i>; make your call for action. Make the tone commensurate to the request. Be gracious and grateful.</p>



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 www.SpringboardTraining.com
 P.O. Box 588, Olney, MD 20830-0588

From the book
Hey, That's My Idea!
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