

Week 6

Welcome to Week 6! This week is the culmination of the previous weeks, and you will have the opportunity to put into practice what you have gleaned over the course. For the final project, you will use the feedback provided to you by your peers and instructor to create a final proposal for your peers and the senior management of DargeanGrix. You will use that feedback to develop a proposal for an innovative idea that will streamline an aspect of the DargeanGrix business scenario you have used throughout this course.

Your goals for both activities of the final week of BUS639 is to convince your peers and senior management of the value your innovative idea will bring to the organization. Using the aspects you've examined over the past five weeks, 'sell' your peers on your idea by exposing the intangible benefits of the idea, and by being willing to take risks on the outcomes; give senior management reasons to take a chance on your innovation by showing them the possible benefits beyond mere ROI. Paint a vision and explain how the intangible benefits you've identified can bring value to the organization. Work with others in the organization, such as the CIO to help identify the intangibles of an idea.

It's important that you relate your ideas to the concerns of your audience and to the constituents the idea is intended to address. Recall that it isn't just about providing management with ROI on an idea; it's about identifying the value the idea can bring to the organization. That means that the value isn't exclusive to the quantifiable affect on the bottom line. And, as you've learned, it's important to discover the concerns and goals of one's constituents in order to be able to fully address the issues of any changes that will affect them.

Reflecting on the concepts from weeks one and two, you'll see that it isn't necessary to be the CIO in order to identify and describe the value that your idea can bring to the organization; you only need to be creative and willing to envision the intangible benefits beyond what is expected in the way of 'proof' or demonstrable benefits such as ROI. The art of visioning isn't just a skill only for CEOs – this is a skill that is essential to any kind of persuasion.

Persuasion requires you to be a visionary and to be able to fully describe what you see the benefits are to the organization. Indeed, collaboration and working with others in the organization can help you identify and qualify the benefits a change can bring to the organization, too.

Once you've done this, you'll need to be able to persuade others by elaborating on the values your idea will bring and addressing what you've learned about the challenges that the changes will mean to current processes. Using the concepts from week three

and putting yourself in your peers shoes to gain understanding of what their concerns are, you can convince them to support your ideas by directly addressing those concerns. By using the WIIFM concept from week four and reflecting on the concepts from week five, you can persuade others to sign on for innovative changes in the organization.

In short, know your audiences; understand what their goals and concerns are and address these in your presentation and your proposal. Provide a vision with the tangible and intangible values that the idea can bring to the organization. So, bring the rubber to the road and sell your innovative ideas for change at DargeanGrix!