

Cheat Sheet How to Pitch an Unconventional Idea

A Leader's Cheat Sheet for Winning Buy-In

Step 1: Frame the Problem Clearly

- Highlight the challenge or gap
- Use data and examples to show urgency
- Position your idea as the solution

Step 2: Know Your Audience

- Understand decision-makers' priorities
- Anticipate objections
- Tailor your pitch to their language and goals

Step 3: Simplify the Idea

- Break it into **clear, actionable steps**
- Show how it connects to existing goals
- Avoid jargon—make it easy to grasp

Step 4: Back It Up with Evidence

- Use data, case studies, or success stories
- Demonstrate ROI (time, cost, or impact)
- Highlight potential risks *and* mitigation

Step 5: Inspire with Vision

- Share the **bigger impact** of the idea
- Paint a picture of the benefits for the team, org, or customers
- Show your passion—it's contagious!

Quick Tips

- Start small: suggest a pilot or experiment
- Involve allies to strengthen your case
- Be open to feedback and iteration

 **Pro Tip:** People buy into people before ideas—your confidence and clarity matter as much as the concept.