

MAKING A PROPOSITION

You've identified a potential LEADER or a member who you want to draw in closer. You've done a ONE-TO-ONE RELATIONAL MEETING, you've got a sense of their SELF-INTEREST, and you see some places where it overlaps with your own. Now it's time to invite them to take action!

A PROPOSITION is a planned, intentional invitation into a more powerful PUBLIC RELATIONSHIP, in which you can more effectively build POWER together in pursuit of *mutual self-interest*.

An effective proposition...

- is strategic and prepared in advance.
- offers something clear and concrete: a new position, a new role, and/or a new project.
- offers the person a chance to grow in ways *they* want to grow, with support from you.
- helps your shared work grow more powerful.

Before making a proposition:

- Make sure you know the person, what matters to them, what they want, and how they're looking to grow. (Always do a one-to-one before making a proposition.)
- Examine the person's strengths and weaknesses. Design your proposition so that it will *stretch them, but not break them*.
- Take stock of yourself, your priorities, and your time. Are you ready to offer the person the necessary support, if they accept your proposition?
- Plan out the proposition. What will you say, in what order? What do you expect the obstacles to be? How will you address the person's concerns, including about their own ability to do what you're asking them to do?

Steps of an effective proposition:

- 1. Take stock.** Reflect out loud about where you both are at: what you've been doing together, what the person has contributed, and what possibilities you see.
- 2. Lay it out.** Describe in detail what you want the person to do — the new role, position, and/or project. Don't be afraid if the person seems nervous at first! Be supportive and bold!
- 3. Share your vision for the person.** Let the person know the potential you see in them and why you think they will succeed in this new role/position/work. (This is a valuable gift! Others can often see the potential in us better than we can see it in ourselves.)
- 4. Make a commitment.** Lay out the ways you will commit to supporting them and partnering with them as they step into this new role/position/work. Be sure only to commit to what you can follow through on.
- 5. Ask for a commitment.** Close the deal, make the ask, and wait for them to respond!

After making a proposition:

- IF THE PERSON ACCEPTS: Plan clear first steps — what will you both do right now?
- IF THE PERSON DECLINES: Reflect together — how are you both feeling? What next steps are possible? Is there another role/position/project the person might be more interested in?