ALIGNMENT · WIN BUY-IN

Influence Without Authority

Work out what they care about — then rewrite your ask so saying yes gets them something they want.

The person / team _____

The conversation is _____

STAGE 1
What do I want?
the specific ask, plainly — the version you're about to translate

STAGE 2
What do they probably want?
swap seats — argue their side out loud. what are they really trying to protect or achieve?

STAGE 3
Why would they say no?
from their seat — cost, risk, effort, competing priorities

STAGE 4
What do they gain if they say yes?
what they genuinely gain — not why your project benefits

STAGE 5
Rewrite the ask
connect it to what they care about — read it aloud

MY ASK — THE SIGNATURE LINE

not "Can you…" — a translated ask that ends in their motivation

_____ *so that you get* _____ .

Read it aloud: if it still sounds like your agenda, rewrite it. If you wrote two, keep the strongest.

People support what matters to them, not what matters to you.

You're not persuading — you're translating · open with what they care about, not what you need · end with one "so that you get _____".

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