

Tips for “selling” to your stakeholder

THINKING

Value objectivity and logic

Premises lead to results

Conclusions are consistent

Policy is “letter of the law”

Clear and confident about objectives

Uses sequential reasoning

Analysis of pros and cons

Criticizes faults, looks for what needs to be fixed

Asks many questions to vett ideas

Insists on achieving outcomes

Focused on bottom line

FEELING

See from perspective of those affected
Strong empathy skills

Weigh positive and negatives

Decide based on “intent of the law”

Seek many ways to achieve agreement/success

Emphasize shared values

Weigh decisions against values

Praise others, look for what’s right

Realize purely rational decisions can’t always be achieved

Expect kindness and mutual respect

Insists on the win-win solution

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SENSING

Direct experience is crucial

Wants tangible results

Value efficiency

Focus on “cost effective”

Appreciate “application”

Avoid generalizations

Don't trust inferences

Precedent rules: value established
methods, institutions

Believe: “good techniques lead to
good outcomes”

Need a breadcrumb trail to
change

INTUITING

Context is crucial

Intangible results expected

Value ingenuity

Focus on “the big picture”

Appreciate new theory/ideas

Love brainstorming, new ideas

Inferences are insight

Innovation rules: value new
vision, methods, inventions

Believe: “strategic planning lead
to good outcomes”

Embrace and pursue change
readily