

How-To Get Your Boss To Support Your Ideas



Business owners want their companies to grow and eager employees move the company forward. If you want to advance your career, it is important that you promote new ideas for business development.

If you have a new idea for your employer - great! However, any great idea can be dismissed if it's not presented well. Do your homework. Your boss will take your idea more seriously if you are prepared.

Align the Values of the Company

The most imperative step is to ensure your idea aligns with the company's core values. For example, Patagonia clothing company is committed to using environmentally friendly methods to create their products. An accepted pitch probably aligns with sustainability. Before pursuing your project, make sure that it withholds the values of your company.

Examples of Core Values

- A commitment to sustainability and acting in an environmentally friendly way
- A commitment to innovation and excellence
- A commitment to helping people less fortunate
- A commitment to building a strong community
- A commitment to immediate customer service

Get the Support of Your Co-Workers

Enlist the support of your co-workers. This could be staff that would also work on the project and benefits from the results. To achieve your co-worker's support, try testing the concept on reliable team members.

Your boss could also be impressed with your ability to lead team members. Communication, management, and passion are necessary in leadership positions that could be a career goal.

Have an Idea of Why the Project Will Benefit the Company

Every project requires company resources. The project might cost the company money, employee hours, or new software. You should be able to answer why your project is worth company resources. If you cannot answer this question, then it is almost certain that your idea will be dismissed.

Pursuing an efficiency solution or new source of revenue, could send you on the fast track to advancing your career.

How the Project Will Benefit the Company

- Increase revenue
- Reduce expenses
- Improve efficiency
- Solution to problem that the manager has been trying to achieve
- Help your team become more successful

Be Flexible with Feedback

Your boss will have questions and feedback to your idea. That is a good thing! If they did not like your idea than it would have been dismissed. Be prepared to make modifications to the project and take shared ownership.