

Being Right is Not Always Right

Ways to Engage Stakeholders

If you can understand these things about your customers, team members, leaders and stakeholders you may not *just* get it right, you may not get *almost* fired!

Where others
are coming from



What is their goal for the
initiative

What they
need/desire



Look at a lot of different
perspectives, different
angles, lots of data

When to push



If they just have not gotten there yet,
that's OK. That's why we need to
appropriately challenge and help
them come to a conclusion

When to stop or
pause



Think about if you should
bring something up in the
first place