10
YEARS
07.NOV.2024
ELEVATING THE DEVELOPERS' COMMUNITY
devday
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SENSE OF TECH

Sparkle

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GET INSPIRED

About me

Developing software for +20 years

Now focused on developing people

tech & non-tech

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Selling your ideas

Steven Hillaert

Assumptions

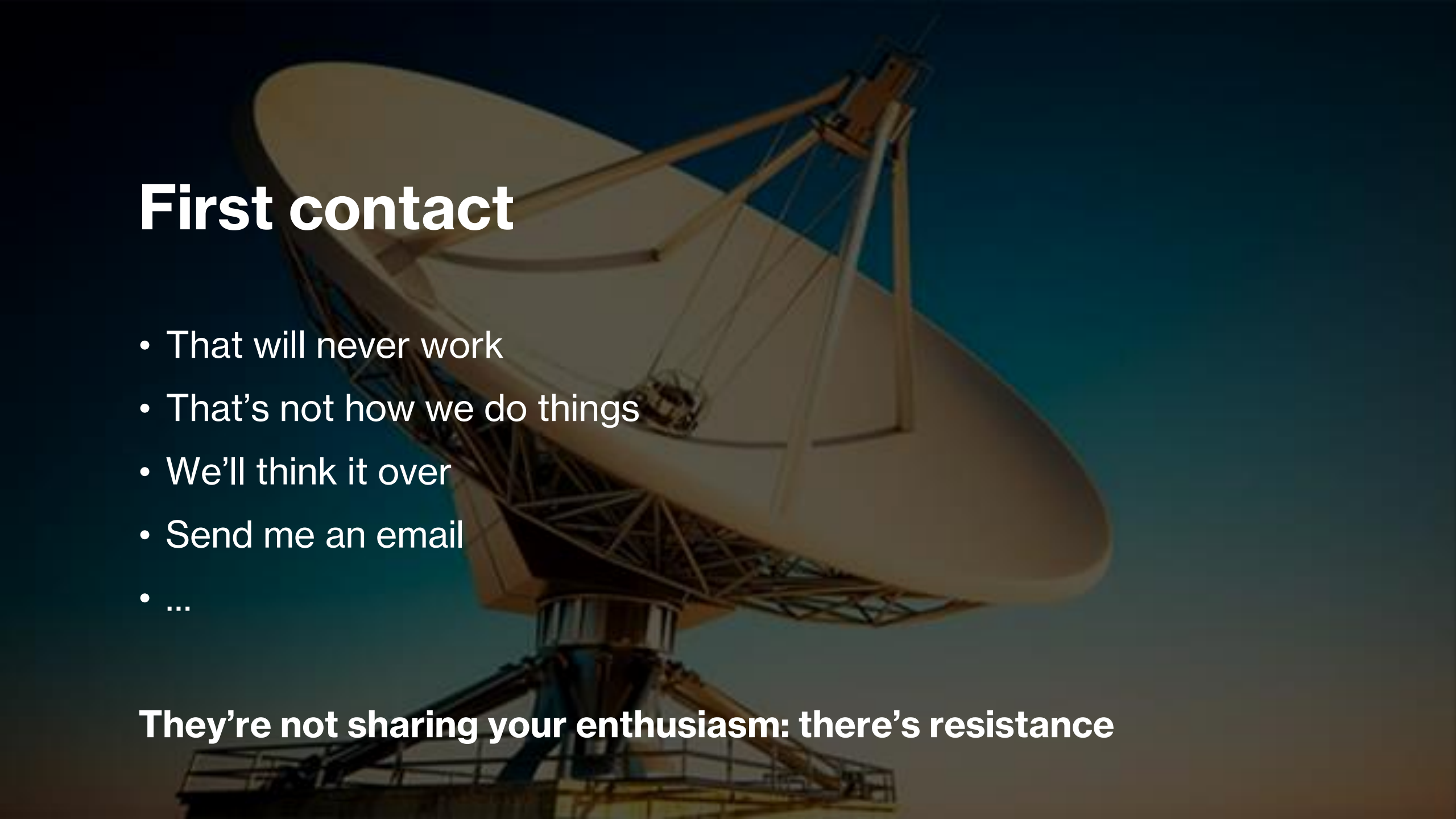
IT’S ACTUALLY A GOOD IDEA

REALISTIC

WITHIN BUDGET

Your idea

- You had a lightbulb moment
- It’s a great idea, the best idea
- It will solve all problems
- You’re passionate
- You’re using facts and figures



First contact

- That will never work
- That’s not how we do things
- We’ll think it over
- Send me an email
- ...

They’re not sharing your enthusiasm: there’s resistance

Why is that?

How we see our idea VS how others see our idea

What do you do?

- More facts and figures?
- Keep repeating it every retrospective?
- Keep showing your frustration?

Don’t fight resistance

- Trying the same thing rarely gives different results
- More facts and figures won’t help
- People get used to your rant
- Stop **pushing** your idea

When you’re new on a team, don’t be the asshole who wants to change everything immediately!

Start pulling people

- Involve people in your idea
- Give them a say
- Start a dialogue
- Make them feel it’s as much their idea than yours
- It’s all about **empathy**!

Who do you pull?

- Don’t pull everyone
- Pull the most resisting person
- Look for an ally or a sponsor
- Allies might not be part of your direct environment

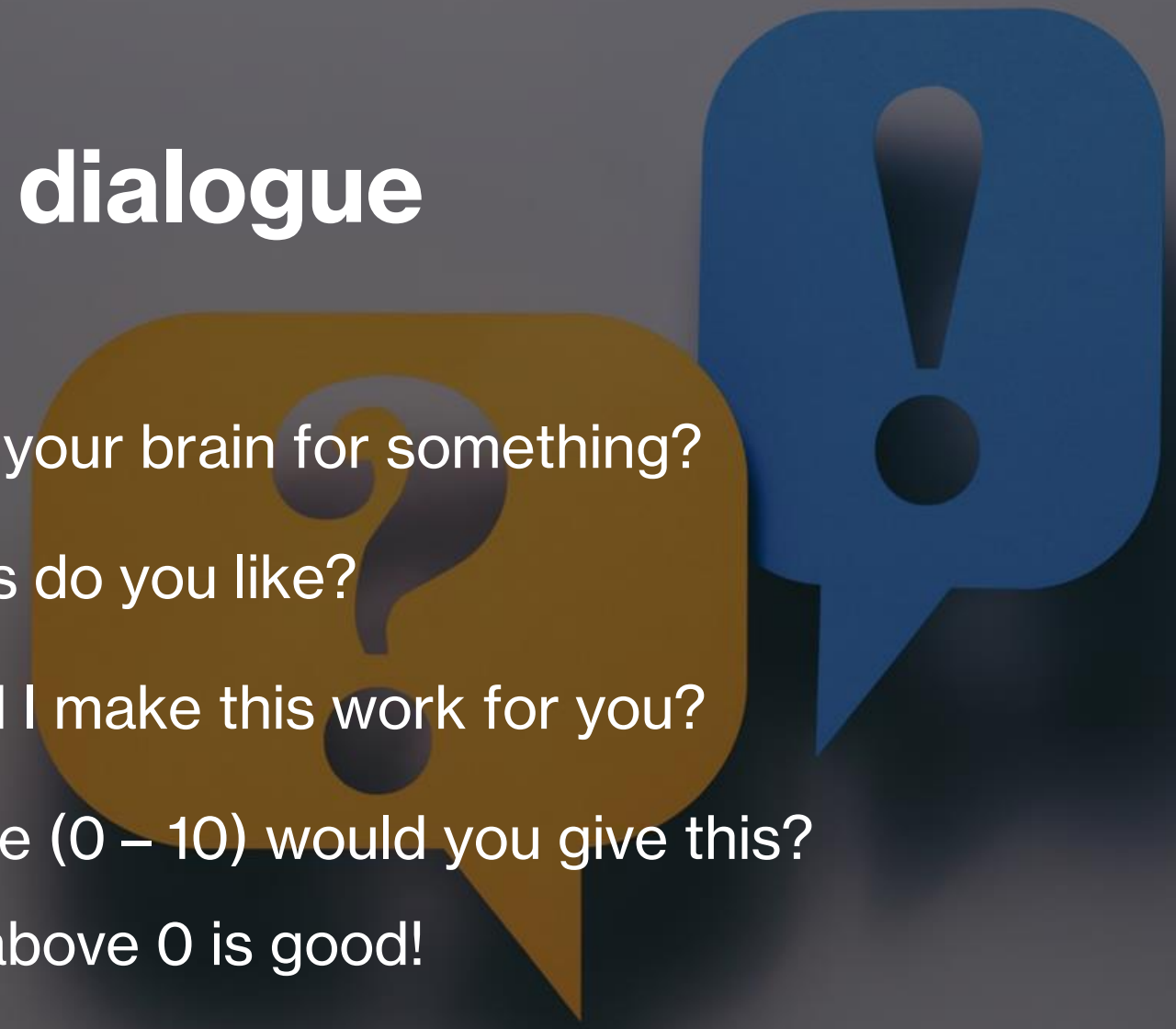
Get to know them

- What are they afraid of?
- What are their objectives and KPI’s?
- What do they care about?
- Show interest in what they do
- Show you care about their concerns
- Build **trust**

People are rarely afraid of the change itself.

They are afraid of the impact on their status.

Start a dialogue



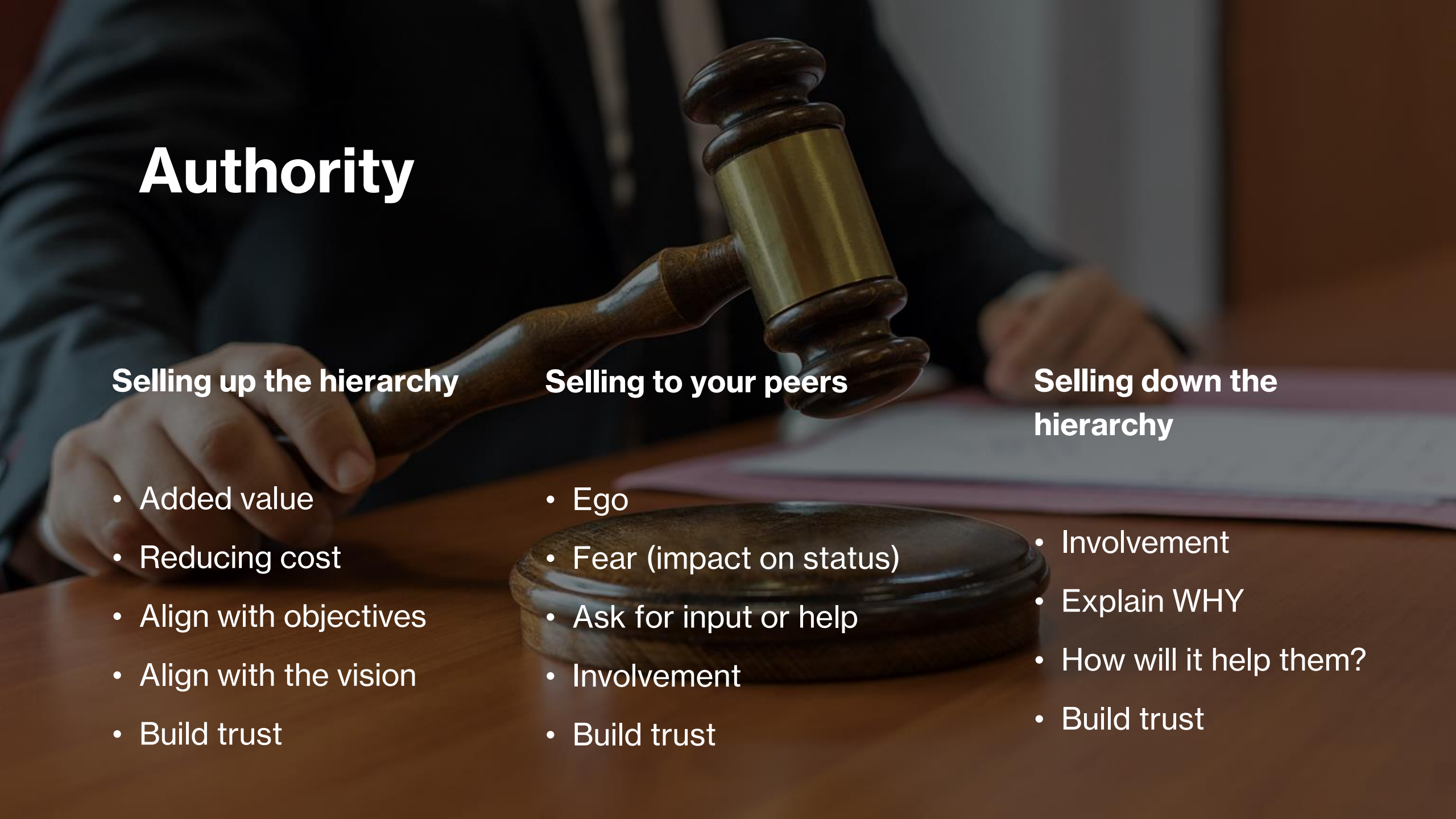
- Can I pick your brain for something?
- What parts do you like?
- How could I make this work for you?
- What score (0 – 10) would you give this?

  Anything above 0 is good!

Think HOW you communicate

- Is it a technical or financial person?
- Does he prefer text?
- Does she prefer visuals, schemas...?
- Details or bullet points?
- Email, Teams, face to face...

Adapt to their mental framework.



Authority

Selling up the hierarchy

- Added value
- Reducing cost
- Align with objectives
- Align with the vision
- Build trust

Selling to your peers

- Ego
- Fear (impact on status)
- Ask for input or help
- Involvement
- Build trust

Selling down the hierarchy

- Involvement
- Explain WHY
- How will it help them?
- Build trust

Conclusion

- **Pull** them towards your idea
- **Empathy** and respect their **perspective**
- Build **trust**
- Start a **dialogue**
- **Compromises**

Thank you

Questions?