

# Business Case: The New Software Feature Proposal

## Scenario:

Now let's apply this communication technique. You are the manager of a software development team at a mid-sized technology company. One of your team members, Taylor, has come up with a new feature proposal aimed at enhancing the company's main product. Taylor believes that by adding this feature, the product will become more competitive and attract new customers.

Taylor's proposal is well-thought-out and has potential. However, the development team is currently overloaded with several high-priority projects, including a major product release and critical bug fixes. Additionally, the budget for new development initiatives has already been allocated for the quarter.

## Task:

Using the four-step "NO" communication framework, respond to Taylor's proposal. Consider how you would:

- 1. Offer Appreciation:** Recognize Taylor's effort and creativity in coming up with the proposal.
- 2. Articulate Your "NO":** Clearly communicate your decision not to move forward with the project at this time.
- 3. Provide an Explanation:** Briefly explain the reasons behind your decision, emphasizing the current workload and budget constraints.
- 4. Compliment and Conclude:** End the conversation on a positive note, encouraging Taylor to continue contributing ideas and suggesting a possible future time to revisit the proposal.

## Note:

You can pause the video now if you want to think about it.

# Response Example:

## **Step 1: Offer Appreciation**

"Taylor, thank you so much for putting together this comprehensive proposal. I can see you've put a lot of thought and effort into it, and your creativity in wanting to enhance our product is much appreciated."

## **Step 2: Articulate Your "NO"**

"However, at this time, we cannot move forward with this new feature. Our team needs to stay focused on the upcoming product release and addressing critical bug fixes. These tasks are essential to our current objectives and must take priority."

## **Step 3: Provide an Explanation**

"Right now, our team is already stretched thin with these high-priority tasks, and our budget for new development initiatives has been fully allocated for this quarter. We simply don't have the capacity to take on another project at this time."

## **Step 4: Compliment and Conclude**

"I truly appreciate your initiative, and I encourage you to keep thinking of innovative ideas like this. Once we get through the next few months, I'd love to revisit your proposal and see how we might integrate it into our plans. Your contributions are valuable to our team's success."