

GET YOUR IDEAS APPROVED

How to Get Your Boss to Approve Anything You Want To Do

JON SPOELSTRA

JON SPOELSTRA has built his career specializing in the business side of professional sports. He currently serves as president of Mandalay Sports Entertainment. He previously worked as VP-Marketing for the Buffalo Braves, Senior VP & GM for the Portland Trail Blazers, President & GM of the Denver Nuggets, President & COO of the New Jersey Nets, President & Managing Director of Mandalay Baseball, Minority Owner of the Savannah Bananas, and as Co-Owner of the Macon Bacon. He is the author of several books, including *Ice to the Eskimos*, the New York Times bestseller *Marketing Outrageously*, and *Marketing Outrageously Redux*. He is a graduate of Notre Dame.

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MAIN IDEA

Job #1 in doing anything different is to get your boss to approve of your idea. That's especially difficult if what you're proposing is creative, outrageous, or totally outside the box – as all the best ideas usually are.

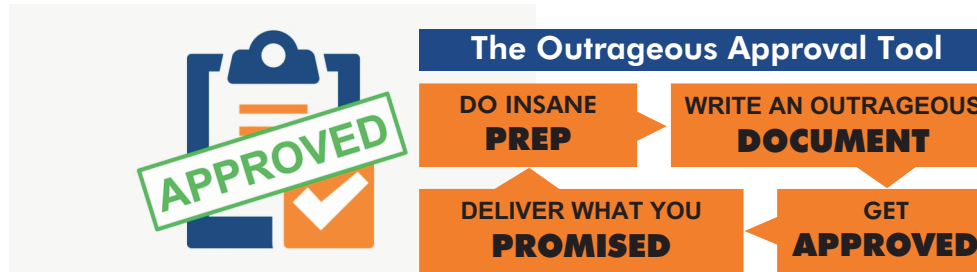
The Outrageous Approval Tool



To get your ideas approved, you have to use "The Outrageous Approval Tool". This is a tool which has been field tested, and is truly industrial strength. Use it to get the go-ahead for your most outrageous and ambitious ideas.

"There's one question asked of me more than any other during the Q&A at any one of my speeches. "What one thing is most responsible for your successes?" Yes, I have had some marketing successes, and I've written about those successes. This book is about the one thing most responsible for my successes: How I have been able to get my bosses to approve anything and everything I wanted to initiate. My approval percentage is 100%. That includes the really wacky stuff. I got bosses of all types to approve things. I'm talking about tough bosses, cunning bosses, brilliant bosses, bosses who hated me, bosses who didn't want to approve anything I did, bosses that loved me, government bosses and even wonderful bosses. The Outrageous Approval Tool is not fair to your boss. You'll get the approval every time. You just have to use it.

– Jon Spoelstra



Step #1 – Do insane prep Page 2

The first step in getting your outrageous idea approved is to prepare as if your life depends on it. In a way, your professional life and future does depend on it, and you want to make good and sure you don't lose the decision because of a lack of preparation. Do massive amounts of prep work beforehand.

Step #2 – Write an outrageous document Pages 3 - 4

Put together a 10-12 page document which puts your outrageous idea down on paper. This succinct document will need to cover just five key sections:

1. *The Foreword* – where you factually describe the market and your organization
2. *The Concept* – a concise general overview of your outrageous idea
3. *The Rationale* – which details why you should apply your crazy idea
4. *Problems* – all the objections you can come up with and answers
5. *Call For Approval* – a specific timetable for approval and implementation

Step #3 – Get Approved Pages 5 - 7

Once you've done your prep and prepared your documentation, you then schedule a meeting where you expect to get an immediate approval. The whole aim of this meeting is to make your boss feel comfortable about your idea, to minimize any dangers from his perspective, and to make it logical to proceed full-steam ahead.

Step #4 – Deliver what you promised Page 8

The Outrageous Approval Tool works best if the crazy idea you're championing actually delivers what you say it will. Make sure you move heaven and earth to see that happen. Put your crazy idea out there and then get hustling to make it work. Overdeliver to move your career to the next level.