

## How to present an idea

**How to present an idea so it makes sense to other people, and has the best possible chance to shine and stick.**




Whether it's a small idea to improve a process or a big idea to do something differently, how we share our ideas makes a difference to their impact. Here are practical tips to help you to share ideas in a way that creates connection and conversation.

### Ideas for action




#### 1. Get people nodding at the start

Use experience, emotion, or empathy to get others to buy into your idea quickly.



Sounds like:

-  Remember when...(experience)
-  We're all familiar with feeling...(emotion)
-  We all know someone who...(empathy).

#### 2. Share the short version



-  Share your idea in a word / sentence / in a comparison
-  Share your idea as a mini-manifesto; a summary of what you're thinking & why it's important
-  Share your idea on one page by listing the insight / the idea / the impact / the implementation.

#### 3. Share your idea with visuals

-  Show a prototype / drawing / mock-up. It doesn't need to be perfect, others will get the idea much quicker and then build on it
-  Show a before / after. This is useful as a visual hook and can help bring an idea to life.

#### 4. Frame your feedback ask

When asking others what they think of your idea, frame your questions. This could sound like:

-  What stands out?
-  What feels like it might be missing?

Listen out for whether people have questions on the insight / the idea / the impact / the implementation when asking.

### Identify your idea inhibitors

Which ones get in your way?

- 1. Big is better** – not all ideas need to be big. Most ideas are small ideas and are still useful to share with others
- 2. Crystal Clear**– ideas don't need to be fully formed. Sharing ideas early and often gives others the chance to input
- 3. Idea Ownership**– egos can get in the way of holding ideas lightly. This might stop ideas from evolving into something more effective.

### Top tip when listening to ideas

'Greenhousing ideas' is borrowed brilliance from the book Sticky Wisdom.

If you're listening to someone else's idea, a great way to support them is to provide them with SUN not RAIN.

SUN: Suspend judgment + Understand + Nurture

RAIN: React + Assume + Insist = stifle their growth.

### Coach yourself questions

What's one idea you're working on at the moment?



Which idea for action could help you improve the way you present this idea to other people?



### Recommended resources



**How to Pitch a Brilliant Idea**  
Article by Kimberly D. Elsbach  
published in Harvard Business Review

Episode 313

Ideas to inspire original thinking



#### Ideas to inspire original thinking

We review insights and share practical tips about how to have original ideas on [#313](#) of Squiggly Careers.