

Figure 2.5: Strategies for Selling an Initiative to Content Stakeholders

Scenario Two: Selling an Initiative to Content Stakeholders	Strategies
How would you help people recognize the importance of your idea in their context and reality?	
What resistance or arguments might you expect the people you are trying to influence to pose so they can devalue your proposal?	
How would you counter their arguments?	
What details or concrete processes would you share to increase the confidence of those you are trying to influence?	