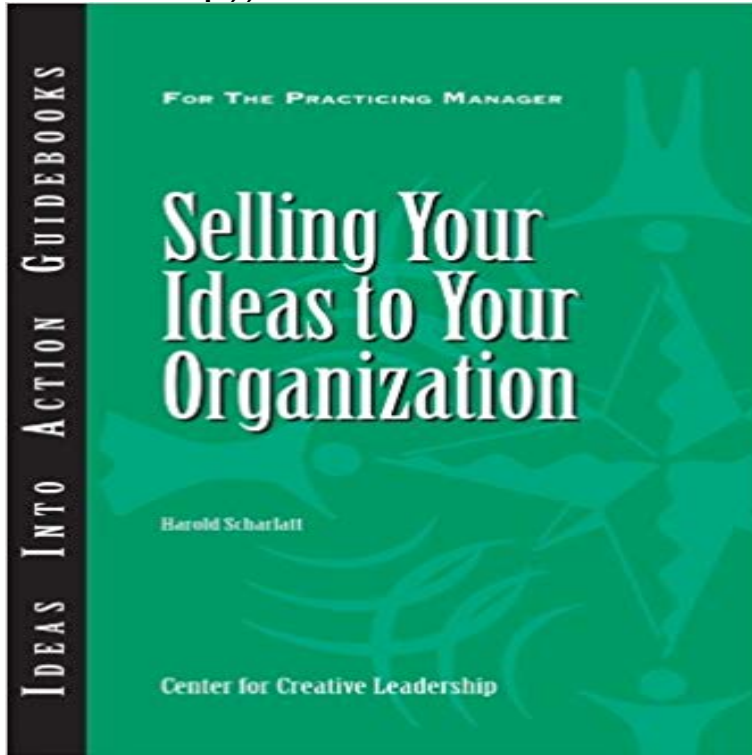


## Selling Your Ideas to Your Organization (J-B CCL (Center for Creative Leadership))



If you've got an idea you want to sell, you need to do two things: scan your environment and use effective tactics. This guidebook explains how to scan your environment and provides a collection of tactics you can use to sell your idea. Using this systematic approach will make you more likely to accomplish your objective - solving a problem or making an improvement for the benefit of individuals, groups, and the organization as a whole.

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