



BPCC

NEW ORLEANS



June 2nd - 5th, 2024



New Orleans, US



Secrets to Getting Cooperation, Support, and “buy-in” from Key Individuals: from Team Members and Subject Matter Experts to Senior Management

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Precise ParkLink

**“... does not tolerate
BS well.”**

**Bruce Parratt, Vice President Proposals and Government Affairs (retired)
The Global Group**

*A job reference someone (it may have been my former boss) gave
about someone (it may have been me) once upon a time*

#NoBS















Relative performance comparison



**“... does not tolerate
BS well.”**

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Breakout

- a. Who in your org do you need to influence?
- b. Who around them might you involve?
- c. What if anything did you do this week or this past month, and how did that go?

Breakout | Discoveries

- a. Who in your org do you need to influence?
- b. Who around them might you involve?
- c. What if anything did you do this week or this past month, and how did that go?

It can be hard



Shy



Introverted



Uncertain



Constrained

It can be hard



Unsure



Nervous



Worried



Anxious

What can you do?



**Personal and
professional
improvement**



**Ask your
manager**



**Ask your
colleagues**

Cialdini's Weapons of Influence: Lessons from modern behavioral science



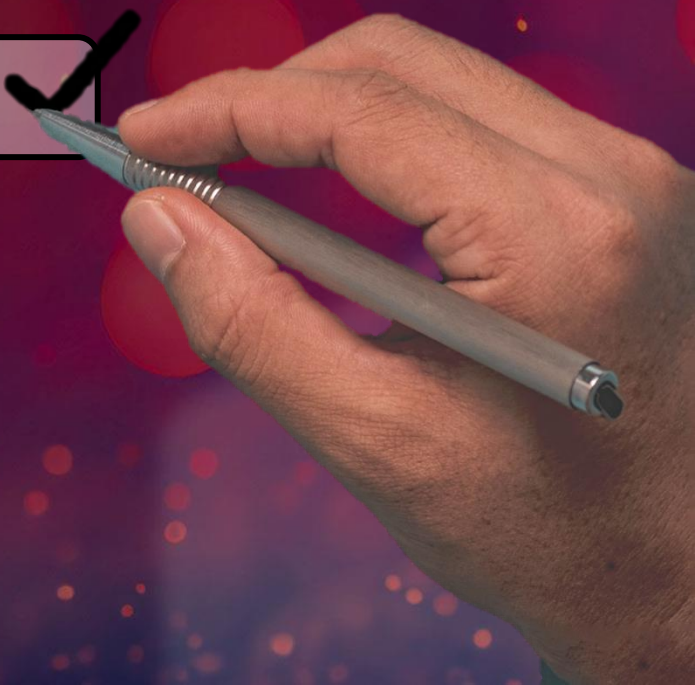






SOCIAL PROOF





A close-up of a human hand, specifically the thumb and index finger, is shown in the upper right corner. The hand is positioned as if it has just turned or is about to turn the letter block that reads "HOW LEDGE".

K N O W
HOW
LEDGE



**LIMITED
OFFER**



What's in it for you?



Practice



Get to know what
makes your
“people” tick



Get ready
for it...

So what?



Being effective



Working
independently
and decisively



Avoiding the
B&P horrors

What I've learned



I am the best

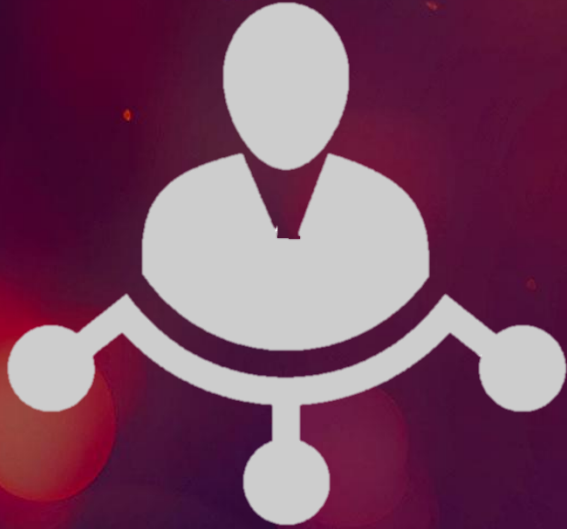


Confidence
matters

**THIS IS ME.
I MAKE NO
APOLOGIES.**

I don't
apologise
(unless I *have* to)

So now what?



Manage
people

**THIS IS ME.
I MAKE NO
APOLOGIES.**

Don't
apologise



Be
prepared



Some key traits

Transparent

Accommodating

Flexible

Sincerity

Assertive

Chop-chop #NoBS
(YES! that no bs
theme again!)

Exacting

Approachable

Definitive

Cautious

What's in it for them?



Hand over
the lead



Remove
yourself



Talk about
them





A bit of “work mom” advice on borrowing authority



**Pick your
battles**



**NO
surprises**



**Don't ever
undermine**





After all that

Audition

Go-to

Walk Talk

No BS

No BS

Say it

Mean it





Your Reputation

DETERMINED
RESPECTED INFLUENTIAL ELOQUENT
EFFECTIVE
LEADER VISIONARY



**“... does not tolerate
bullshit well.”**

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Where to learn?



APMP Book of Knowledge | Persuasive Writing + Stakeholder Engagement and Management sections

**Getting to Yes: Negotiating an agreement without giving in
Roger Fisher, William Ury, Bruce Patton**

**Influence, New and Expanded: The Psychology of Persuasion
Robert B Cialdini PhD**

**How to Win Friends and Influence People
Dale Carnegie**

**Proposal Essentials - Win More, Win More Easily
Jon Williams, BJ Lownie**