



# BRPC

**NEW ORLEANS**

A decorative banner with a dark blue background and a purple border. It features a gold trumpet on the right side, a fleur-de-lis at the bottom right, and a row of colorful beads (purple, yellow, green) along the bottom edge. The text 'NEW ORLEANS' is written in a bold, white, sans-serif font across the center of the banner.

**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

Cynthia Bruce, CP APMP | Associate Director, Proposal Development  
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**













- 50%

48%

- 0%

Neural networks v.01

Neural networks v 2.0

subsystem

Relative performance comparison





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

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• **#NoBS**

## 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?

2

2

## 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

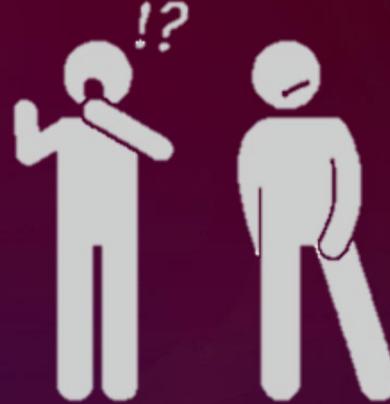
It can be hard



Unsure



Nervous



Worried



Anxious

# What can you do?



**Personal and professional improvement**



**Ask your manager**



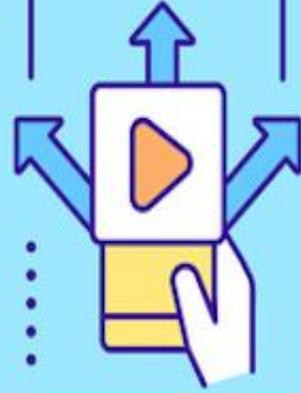
**Ask your colleagues**

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









# SOCIAL PROOF





A close-up photograph of a hand with a pinkish-red skin tone pointing towards the right. The hand is positioned above a row of five white, rounded rectangular blocks. The first four blocks are arranged horizontally and contain the letters 'K', 'N', 'O', and 'W' in large, bold, black, sans-serif capital letters. The fifth block is positioned slightly below and to the right of the others, and contains the words 'HOW' and 'LEDGE' stacked vertically in the same bold, black, sans-serif capital letters. The background is a dark, blurred red with bokeh light effects.



**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

APMP

BPC  
NEW ORLEANS



## Some key traits

Transparent

Accommodating

Flexible

Sincerity

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

Assertive

Exacting

Approachable

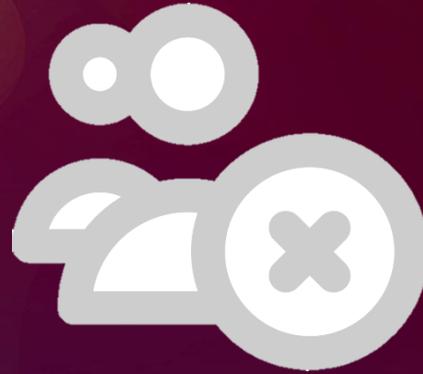
Definitive

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.”**

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

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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