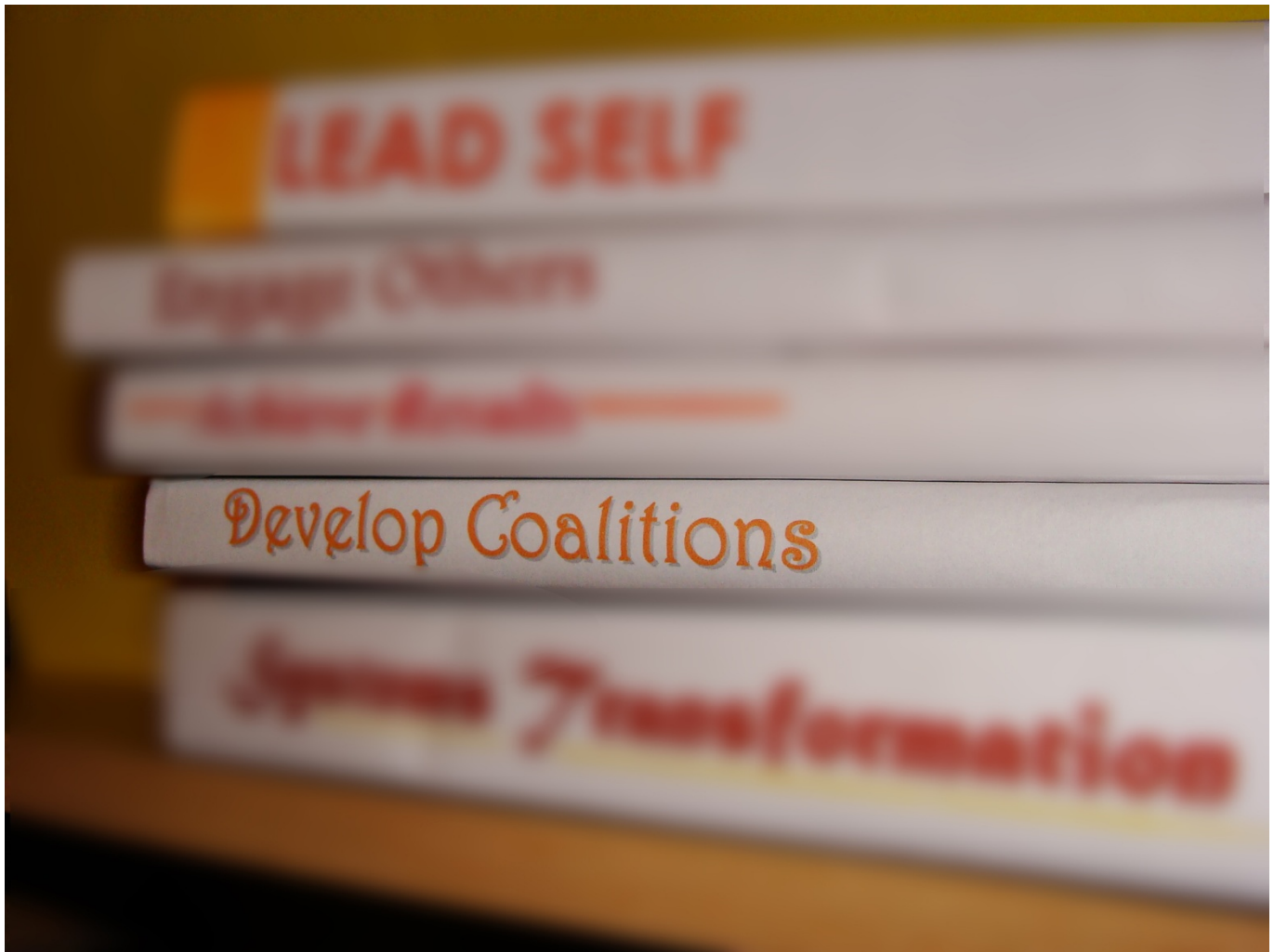


## *Develop Coalitions (Byte 15)*

### **Mobilize Knowledge**

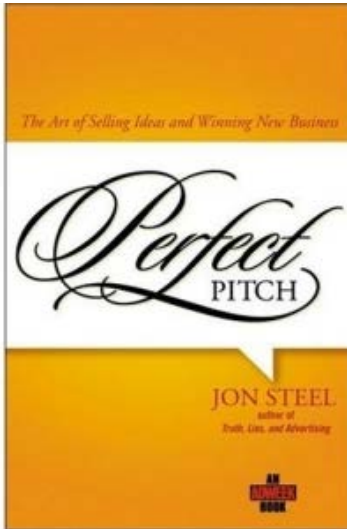
Followers are more apt to engage with changes or new ideas if they understand the message. The ability of leaders to get the message to the people closest to the action improves the chances of success.



## DEVELOP COALITIONS (Byte 15)

### *E-mail Question: What causes others to “buy” your ideas and listen to you?*

Influencing followers is key to effective leadership. Where can leaders learn about the art of engaging others and perfect efficient methods to mobilize knowledge? Jon Steel, in his book, *Perfect Pitch: The*



*Art of Selling Ideas and Winning New Business* (2006), lists five essential components to knowledge mobilization. (1) grazing and gathering the raw materials – combining relevant research, general knowledge and learned knowledge; (2) looking for meaning by drawing everything together and looking for connections; (3) dropping it or taking a break and letting your unconscious work on the problem; (4) adapting and distilling content including inciting incident or crisis and a resolution; and (5) articulating projects by writing detailed scripts, giving the team control and ability to deviate when necessary. Ultimately it is the tone that sustains the engagement. He believes that elements of truth, beauty, excitement, significance and persuasion are essential ingredients to connecting with the audience. They will cause others to “want” to pass on the information, adapt to changing circumstances and, make “leading” and “being led” a rewarding experience.

Steel, J. (2006). *Perfect Pitch: The Art of Selling Ideas and Winning New Business*. Hoboken, New Jersey. John Wiley and Sons, Inc.

<http://curiouslypersistent.wordpress.com/2008/05/26/perfect-pitch-the-art-of-selling-ideas-and-winning-new-business/>