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PATHOLOGISTS

How to Pitch an Idea to Your Boss

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August 3, 2017

What Might You Pitch?

- **New program ideas**
- **Strategies**
- **Hiring a vendor/consultant**
- **Self-promotion/professional development**



Preparing Your Pitch

- **Do your research**
- **Figure out the implementation**
- **Consider potential objections**
- **Get feedback**



Do Your Research

- **Are other organizations like yours doing it? How?**
- **What will it cost?**
 - **Come up with a budget**
 - **Price comparisons**



Quarterly Newsletter, June 2017

CAP 2017 Policy Meeting

Once again, the CAP's Policy Meeting provided pathologists with the opportunity to engage with health care policymakers on the regulatory and legislative challenges facing the specialty and to advocate for themselves and their profession by meeting with members of Congress on Capitol Hill.



Figure Out the Implementation

- **What resources are needed?**
 - Support from other staff/working across departments
 - Technology
 - Funding: Is it in the budget?
- **Timing**
 - Where are you in the budget cycle?
- **What's the benefit? What's the outcome if you don't do this?**
- **How will you measure success?**

Consider Potential Objections

- **First instinct is often to resist change**
- **Anticipate your boss' response:**
 - What questions will they have?
 - What are the most likely obstacles?
 - How will you avoid/overcome them?
- **Who else might say no?**

Get Feedback

- **Bounce ideas off someone else**
 - Helps to anticipate questions/concerns you may not have thought of
- **Get buy-in from coworkers who will help you execute**
 - Make sure they can commit the time/effort needed
- **Practice making your pitch**

Making the Pitch

- **Consider the medium**
 - In-person (meeting with boss, formal presentation)
 - Email
 - Memorandum/report
- **Provide any supporting documents ahead of time if it's in-person**



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Memorandum

To: Federal and State Affairs Committee

From: Laura Brigandi
Legislation and Political Action Assistant

Date: October 21, 2015

Subject: Grassroots Outreach Strategy

Getting Results From Your Pitch

- **If your boss says YES:**
 - Follow up, make sure next steps are taken
 - Hold your boss accountable for pitching to THEIR boss
 - Be ready to execute
- **If your boss says NO:**
 - Are there changes you can make to get a yes?



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