



## Promoting your idea to others

One of the most effective ways to share an idea with others is by creating a story or PLOT:

P- Pain or past

L- Lesson learned

O- Opportunity

T- Triumph

### Pain or past

- What is the current situation?
- What hasn't been working?
- What is causing frustration?
- What are the top 5 problems you are hoping to resolve?

### Lessons learned

- Go back to the moment when you said 'enough is enough' and realised things had to change. Who was there? What did you see and hear? What emotions could you feel?
- What did you learn in this moment?

### Opportunity

- What else could you learn about and address at the same time?
- Who might be interested in helping you?
- How can you build on ideas that are already out there and are working well?

### Triumph

\*this doesn't necessarily mean you reached a goal- it can be about what you are working towards

- What is your vision? What will success look like?
- How will it be the solution to the pain and problems in step 1?
- Have you already achieved something great- big or small?

- What have you noticed has started changing?
- How do you feel now?

Once you have your story, send it to someone you trust to help refine it.

Make your final version **2-4 minutes long**. Short and punchy is the most effective way to get people's attention.

When you are telling your story:

- Speak clearly (no um's).
- Don't expect to get it perfect first time. Practise what you want to say.
- Make your tone conversational and natural.
- Be there in the moment when you are talking about the lessons learned.

If you'd like to start by visualising your story, you can use the hot air balloon template at the end of this document to add your thoughts to. The balloon is your triumph/vision and the opportunities that will help you make the change; the basket holds the lessons already learned that will help you on your journey; the sandbags are what you are letting go of (pain/past) so you can make the change.

**Useful links:**

- [4 simple ways to get an idea](#)
- [3 ways to teach anything](#)

## **Proposing an idea to school leaders**

You might need to approach different people in leadership roles (like your Principal) within your school and community at various stages of your project. For example, it might be at the start of your project when you need advice, or when you are ready to implement your project and need approval. It can take a lot of courage to do this, but with good preparation and determination you can make it happen.

### When should I approach my school leaders?

A good time to pitch your project is after you have researched and planned it out. To help with this:

- Understand how your project will help your school and perhaps even the greater community.
- Think about how your idea might require assistance from other members of your school and community. If your project depends on other people and groups, speak to them first so you can demonstrate to school leaders how you have already gained support.
- Think about whether your project requires funding. If so, you will need to be clear about how much it will cost and whether you are seeking money from the school or raising your own funds (or both). See our fact sheet on [how to get money](#) for further ideas.
- Think about what is important to your Principal and school leaders, and try to pitch your idea to link to what matters most to them.
- Understand your school's vision and values and explain how your project will demonstrate them. Be as specific as you can.



### What should my pitch include?

- A vision or short catchy statement to grab people's attention.
- A brief description of your project idea.
- Your passion and enthusiasm about your idea.
- How your project will create change within your school and community.
- Who will be involved in implementing the project.
- How you will engage the school and community.
- A brief project plan including goals, actions, and a timeline.
- How your project aligns with your school's vision and values.

If relevant, you can also include:

- how your project will empower other young people and the community
- how your idea links to learning and other school initiatives
- a budget and a clear outline of where funding will come from.

*Handy tip:* You might like to present your idea in a face-to-face meeting but consider other options too. Maybe your Principal or leadership group prefers an email or a written proposal? You might even be able to make a short video which they can watch at a time that suits them. Be creative!



