

**DESIGN, ALIGN,
COMBINE:**

**Getting buy-in for
your great ideas**

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**EVERYONE CAN
INFLUENCE
POSITIVE CHANGE**

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○

DESIGN

Can a small change make a big difference?

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We want our own Law Library!



How about a cosy law section?



A close-up photograph of a blue grid surface, possibly a desk or a board, with several colored pushpins (red, yellow, blue) placed on it. The grid lines are thin and dark. The word "ALIGN" is overlaid in white, bold, sans-serif font on a teal rectangular background. A thin white horizontal line is visible at the top of the image.

ALIGN

OUR CORE GOALS

HOW WE WILL ACHIEVE OUR AMBITION

We have two core goals:

1



Providing **excellent education** to transform our students' lives

2



Delivering and **applying excellent research to advance knowledge** and tackle the grand challenges of our time



Try it...

Singapore Management University Strategic Plan:

How might you align projects you are working on/are planning?

<https://www.smu.edu.sg/about/vision-2025>



DIGITAL TRANSFORMATION

- Spearhead cutting-edge ideas to digitally transform the private and public sectors
- Develop robust insights into the impact of digitisation on customer and citizen experience



SUSTAINABLE LIVING

- Drive solutions in managing climate change and sustainable city living, enhancing quality of life
- Shaping legal and regulatory frameworks to build healthier and happier societies

[SEE SUSTAINABILITY BLUEPRINT](#) 

[VISIT SUSTAINABILITY AT SMU](#) 



GROWTH IN ASIA

- Offer a deep understanding of Asia's economy, polity and society
- Contribute to the region's growth and manage the ensuing impacts



COMBINE

Idea-Advocacy Matrix

(Daly, 2011, p.5)

		Quality of idea	
		Poor	Good
Advocacy of idea	Ineffective	1 Lucky Break	2 Lost Opportunity
	Effective	3 Wasted investment	4 Success!

GATHERING ALLIES





“People working together can overcome many obstacles, often within themselves, and by doing so can make the world a better place.”

Mo Mowlam

Push/Pull influencing styles

(Baker, 2015)

Push

Driving

Proposing

Giving information

Blocking/Shutting out

Taking the idea to the person

Pull

Enabling

Testing Understanding

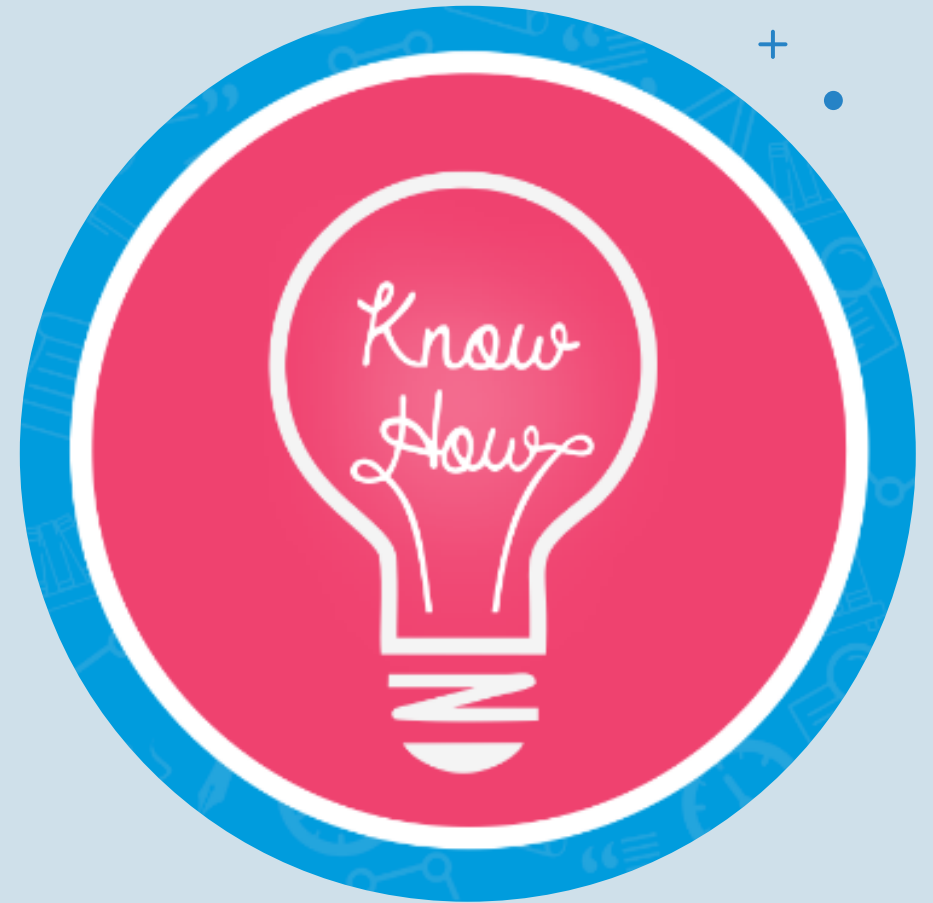
Seeking understanding

Building/Opening up

Getting the person to come to the idea

A new Learning Development service

- The elevator pitch
- The block...
- Alignment with strategy
- Gathering allies
- Collaboration
- Letting go







Summary

Think like an entrepreneur
Who do you need to influence?
What will make them listen?
Who can you work with?



Lose your
invaluable curiosity
and you let yourself
die. It's as simple as
that.

Tove Jansson



Thanks!

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References

Baker, T. (2015) *The new influencing toolkit*. Palgrave

Daly, J. (2011) *Advocacy: Championing ideas and influencing others*.
Harvard University Press