

## Program Matrix

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Managers or members of a team can utilize a Program Matrix when you need to carefully plan how you will use resources such as finances, personnel, time, materials, and information in order to achieve a particular objective through specific activities.

### How to use it:

1. Think about the objective you want to achieve. What are the different activities that need to take place to meet that objective?
2. Create a chart that has the following headings:

Activities (What? How? Where?)	Indicators (Evaluation Method)	Goal (How much?)	Resources	Personnel (Who?)	Time Line

**Activities** What exactly will take place?

**Indicators** How will you evaluate the activity?

How will you know that you are successful?

**Goals** How often? How much?

**Resources** What materials and finances needed?

**Personnel** Who is responsible for each task?

**Time Line** When will this take place?

3. Fill out the chart, and plan out the indicators, goals, resources, personnel, and time line for each activity that makes up your overall objective.

# **The 7 Steps to Getting Someone to Do Something**

If you are dealing with customers (or potential customers), you do not have a lot of time. You may only have a minute so it is best to practice perfecting these skills in your own mind then try them for little things. After you get good at it you can work up to the big stuff.

## **Get Them To Like You First**

Always pleasantly ask for their information and follow up with calls or e-mails that are heavily drenched with strategies that get them to like you. Utilize positive language and imagery in all of your promotional material and business communications. Once the person has an affinity for your organization, offer them the product or service that you wanted to sell. Always present a pleasing public image and always establish positive customer relationships.

## **Eliminate Alternatives**

Make it seem like it's your way or the worst possible thing imaginable. When you give a person only a few choices they will tend to judge quicker than if you gave them a lot of choices. Make the number of choices no more than two or three. If you want somebody to use your service, give him or her the benefits of choosing your service (excellent customer service, ease of use, benefit to environment) and then give them a negative alternative (deal with those other guys, do it yourself, destroy the environment). Make the other alternative as bad as possible.

## **Set Time And Place**

People naturally keep doing what they have always done. They will take forever to get around to changing even if they want to. You have to let them know they may not get another chance to act. Have the time period already scheduled in advance and if possible give the person enough time to prepare for it (maybe a month or two). If you have to do it now it's ok, it can still work. Always be as specific as possible. Time, place date etc.

## **Get Them Up & Moving**

Get the person to move in some way, something small. For example, have them bring in bring in one cardboard box or specifically select one item that has reduced packaging. Once they do something we ask and physically move their bodies to do it they'll be more likely to do something

else (what we really wanted them to do in the first place). It's the law of consistency. When we act it strengthens our belief that this action is valuable.

### **Have HIGH EXPECTATIONS**

We must exude confidence and assuredness when we are requesting something. This means that we must have a preconceived conviction that whatever we ask they'll deliver. We must believe that our product and/or service are the best, the only way to do things. Be confident that the person will say yes by acting as if they already said yes right after you asked them. Get the paperwork ready, thank them profusely, and take the next action you would normally take as if the person already said yes.

### **Make It Sound Easy**

Tell them that what you require them to do only takes a few simple steps. If possible make the steps sound as pleasing as possible. No more than two or three easy to do steps. This is called single tasking as opposed to multitasking (doing many different things).

### **Offer Something Extra**

An additional bonus always sweetens the deal. This additional feature gives them an extra incentive to take action. It doesn't have to be big. It could be something really simple (a small prize, a discount or an entry in a draw for a large prize). It doesn't matter what it is as long as it is added as result of fulfilling your initial request.

# MASLOW'S HIERARCHY

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