



This is the first date of Killer Phrases.

You have to show your stuff and then wait by the phone until “they” condescend to call. This gives you plenty of time to think the worst, especially if they forget. . . .

This phrase also goes by:

“Put it through channels.”

“Let’s refer it to a committee for further consideration.”

Defusing Strategy:

Sending your new idea off by itself can leave you feeling exposed and helpless. Besides packing your idea a nice lunch, here are some things you can do to give it a reasonable chance of winning over doubters:

Get on the same wavelength. Schedule a ten-minute idea briefing session with your boss before you write anything. Define mutual criteria for the success of your idea.

Make it reader-friendly. Leave room for editorial comments. Include a cover note offering to discuss any questions or concerns.

Clarify the next steps. If you haven’t heard by the agreed-upon response date, what can you do to close the deal?

Show that “Put it in writing” does not spell Killer Phrase in your organization. Set clear guidelines for submitting ideas, formally and informally. Focus on rapid turnaround and specific feedback.