

## **Getting people on-side: making allies to support your innovation**

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Between getting a good idea and implementing it comes the vital step of convincing colleagues to accept and support it.

This workshop will open with a look at ways organisations react to new ideas, then focus on methods to favour positive reactions. We will explore how to network across departmental boundaries to identify potential allies, recruit bystanders, and resolve concerns early. We will discuss how to use techniques from multiple communication styles according to different situations, and how to recognise style clashes and miscommunications. We will share our own stories of past successes, big and small, to inspire each other in new ways to approach future projects.

The workshop will use unconference-style techniques to encourage all participants to pool their ideas and experiences. After the conference is over, a mailing list will allow participants to continue sharing ideas and support.