

# Making your case – a protocol

1. Make a **clear summary** of your argument, ideally at the start.



*I think the Council should fund this project to offer a local careers and placement service*

2. Provide **evidence**



*Similar projects in 3 other neighbourhoods have led to a high number of sustainable jobs for local people*

3. Sell the **benefits**



*It's excellent value for money, offers intensive support, and links local employers with local jobseekers*

4. If necessary, show you **understand objections** and have taken them into account



*I know the location isn't perfect but good publicity can easily overcome that*

5. **Repeat your summary** at the end, ideally with a call to **action**



*I think we should fund this project, and that we ask the Director to bring a project plan to the next meeting.*

6. Ask for **other people's views** – and show that you are open to discussion

*What do the rest of you think?  
Are there any good alternatives?*