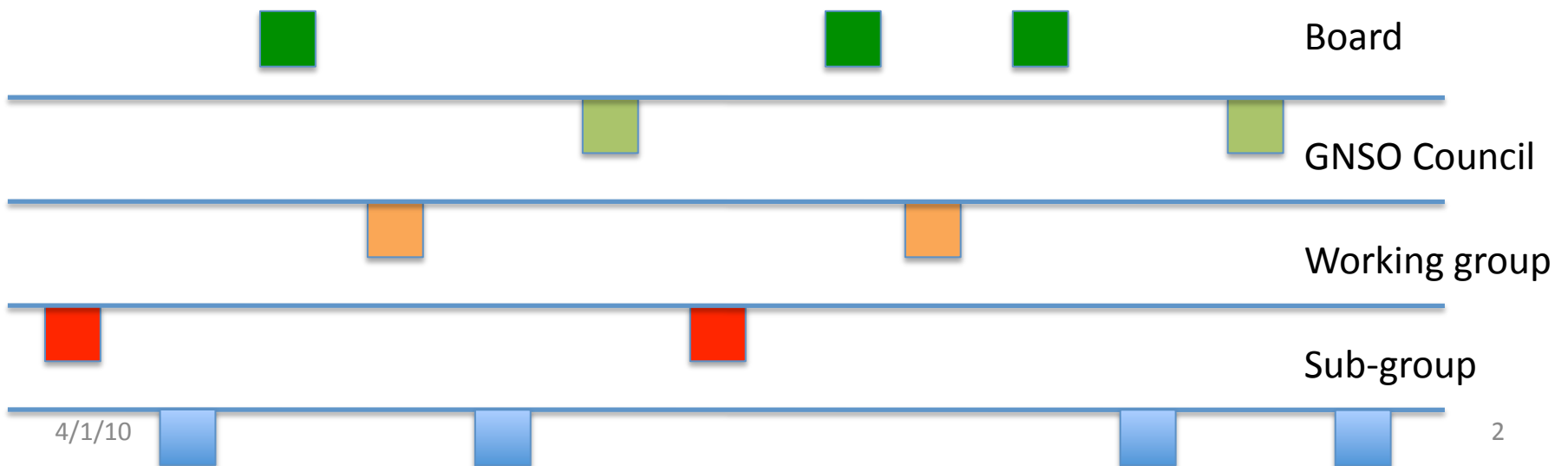


# Thoughts on proposals...

Mikey

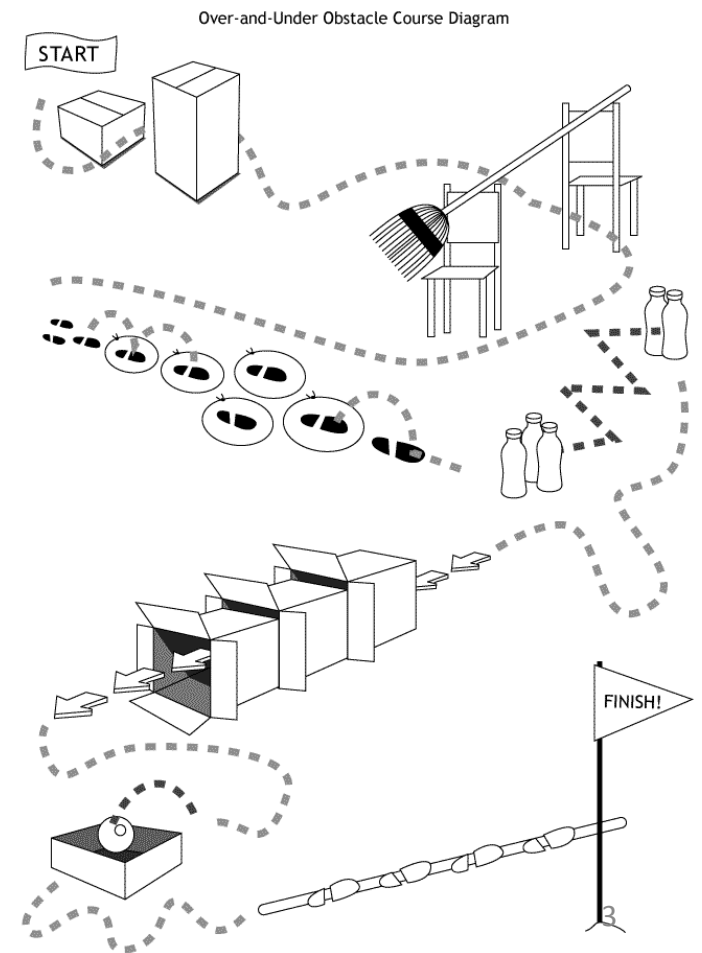
# What is the goal for a proposal?

- Approved by sub-group? – **good**
- Approved by working group? – **better**
- Approved by GNSO Council? – **better**
- Approved by Board = **goal**



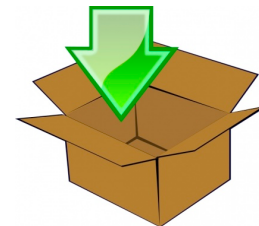
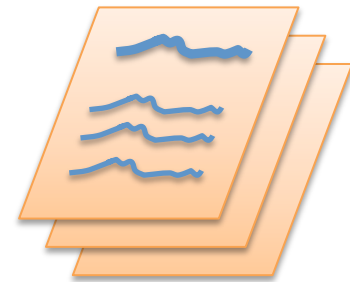
# What helps a proposal reach the goal?

- Credible benefits
- Solid foundation – research, analysis, experience
- Wording that is clear, instills trust, reduces fear
- Broad enthusiastic support across stakeholder groups, at each level (WG, Council, Board)
- Few (if any) detractors



# Useful things

- A similar format for all the proposals
  - Statement
  - Pros and cons
  - Facts and analyses
  - Supporters and opponents
- A way to keep track of the latest version
- A mechanism for focused discussion (perhaps an online forum with a topic-thread for each proposal?)



# Mikey's tips and hints for proposal-champions

- Recruit good subgroups to help
  - Diverse points of view (especially members of the “opposition”)
  - Diverse skills and knowledge (writers, analysts, consensus-builders)
- Hammer out the 1<sup>st</sup>-cut “deal” in subgroups – use larger working group for review, refinement, momentum-building
  - Rush toward the conflicts – work them out early
  - Compromise is key
- Draft quickly and iterate often
  - Don't be inflexible or dogmatic –the “standard” positions are already known
  - Don't forget the value of good analysis, persuasive writing and “talking points”
- Stay in touch with constituents
  - Sell compromises to them as early as possible
  - Look to them for ideas when things get “stuck”