

The Win Without Pitching Manifesto by Blair Enns

- 💡 I claim the high ground in my client and candidate relationships
- 💡 Whenever I find myself on the side of the majority, I take time to pause and reflect
- 💡 As a practitioner, I consistently deepen my expertise and write so that I can position and differentiate myself
- 💡 I leverage my positioning to guide interactions; establishing rules of collaboration and replacing presentations with conversations
- 💡 I establish and make continuous reference to a vision / dream / strategy
- 💡 My objective with every interaction is simply to see if there is a fit between a client or candidate's needs and my expertise suitable enough to take the next step
- 💡 I establish confidence in clients and candidates that I am an expert practitioner and that I have access to superior process and resources
- 💡 I operate as a respectful facilitator; determining fit and facilitating next steps by helping the unaware, inspiring the interested and reassuring those who have formed an intention
- 💡 I respond effectively to others' motivations - not necessarily their requests
- 💡 I operate as a practitioner without need to seek or convince clients or candidates
- 💡 I selectively and respectfully pursue perfect fits; saying No often to give power and credibility to my Yes
- 💡 I patiently focus on developing an initially small, but consistently increasing number of high-quality partnerships
- 💡 My selectivity builds my credibility and integrity, reduces resistance and creates conditions to replace presentations with conversations
- 💡 I develop and maintain a clearly defined set of parameters representing desirable partnerships; looking to disqualify candidates earlier rather than later in the selection process
- 💡 I raise objections first and place them on the table for clients and candidates to address (which is better)
- 💡 I commit to deepening my expertise rapidly and forever - so that I can find out just how good I can become
- 💡 I think more deeply by narrowing my field of thought - focusing the power of my concentration and improving the quality of my outcomes
- 💡 I write increasingly about what I do, so that I get better by driving into the deep crevices and less commonly understood areas of my craft
- 💡 I formalize the way that I work by documenting, following and improving an effective process that produces consistent skills and outcomes
- 💡 I avoid the stress of attempting to control the uncontrollable or neglecting the things that I should be doing within my control
- 💡 I establish and communicate my expected Minimum Level of Engagement for all prospective partnerships
- 💡 I wield real power in my ability to walk away