

**Summit**

# **HOW TO PRESENT A RECOMMENDATION WITH IMPACT**

PRODUCED BY:  
SCOTT WATSON

[SummitTraining.co.uk](http://SummitTraining.co.uk)



Presenting your recommendations to your manager or stakeholder is a crucial skill that can significantly impact your career growth and the success of your projects. When done effectively, it not only highlights your ability to think critically and strategically but also positions you as a proactive contributor to the team's goals. However, presenting recommendations can sometimes feel daunting, especially when facing potential disagreement or scrutiny.

Relax, I've got you covered. Disagreement and scrutiny can be healthy, productive and assist you and your counterpart/s in reaching a higher quality decision.

This document will guide you on how to confidently and competently present your recommendations, ensuring that your ideas are heard and valued.

The template you'll explore is a proven, practical tool designed to focus on value creation while fostering a win-win approach that aligns with both your team's goals and the organisation's objectives. By using this template, you can present your ideas with clarity, and navigate disagreements professionally. Whether you're suggesting a new project or improving an existing process or addressing a pressing issue, this approach will help you communicate your recommendations effectively and with confidence.

Founder & Managing Director,  
Summit Consulting and Training Limited

# THE TEMPLATE

Before presenting your recommendation, it is vital that you are clear on why your recommendation is relevant, worthwhile and beneficial to the organisation.

## **\*\*WARNING\*\***

***Don't become so connected to the position you hold and the recommendation you are making that you won't consider alternative options that deserve consideration.***

Before presenting your recommendation, it is vital that you are clear on why your recommendation is relevant, worthwhile and beneficial to the organisation.

## **GUIDANCE NOTES**

Considering your manager's perspective is essential when presenting recommendations. Your manager may have a broader view of the organisation's goals, stakeholder priorities and challenges, which may influence their decision-making process. By understanding their viewpoint, you can tailor your recommendations to align with their objectives, making your suggestions more compelling and relevant.

Incorporating your manager's potential ideas and concerns into your preparation also demonstrates respect for their experience and insights. It shows that you are not only focused on your proposal but are also considering the bigger picture. This approach fosters a collaborative environment, where both parties are working towards the best possible outcome.

## ***GUIDANCE NOTES CONT.***

Before presenting your recommendation, take the time to anticipate your manager's potential questions or objections and prepare thoughtful responses. This proactive preparation will help you engage in a more productive dialogue, increasing the likelihood that your recommendation will be well-received.

## ***THE TEMPLATE***

While the template provided in this document is a valuable tool for structuring your recommendations, it's important to remember that it is just that—a guide, not a rigid model. Every situation, manager, and recommendation is unique, and your approach should reflect that. The template is designed to help you organise your thoughts, present your ideas clearly, and build trust, but it should be adapted to fit the specific context of your discussion.

Feel free to adjust the template to better suit your communication style, the complexity of the issue at hand, or the preferences of your manager. The key is to use the template as a foundation that helps you think strategically and present your ideas effectively, while still allowing for flexibility and creativity in your delivery. Trust your judgement and adapt the template as needed to make your recommendations as impactful as possible.

# THE STRUCTURE

**[Counterpart's Name],**

I recommend [specific recommendation] to [address specific problem or develop specific opportunity]. This approach will help us [describe expected benefits, e.g., improve efficiency, increase trust, reduce costs, avoid costly delays etc.].

## KEYPOINTS

- **Current Situation:** [Briefly describe the current situation, including any relevant data, feedback or examples.]
- **Proposed Solution:** [Detail your recommendation and any steps needed for implementation.]
- **Expected Outcomes:** [List the specific results you anticipate, including any measurable benefits.]
- **Resources Required:** [If applicable, mention any resources, budget, or support needed for this recommendation.]
- **Timescale For Completion:** Realistic timescale for completion of the task/activity/next step.

## NEXT STEPS

- [Optional: Suggest the first steps to move forward, including any timelines.]

**Invitation:** To agree to your recommendation, refine it or propose a relevant alternative.

# **ADDRESSING A CONCERN**

## **ADDRESSING THE CONCERN**

- **Concern:** [Briefly restate the manager's concern or disagreement point.]
- **Response:** [Provide a reasoned and respectful response to the concern. This could include additional data, examples, alternative perspectives, or potential compromises. If relevant, acknowledge any valid points raised by the manager.]

## **FURTHER CONSIDERATIONS**

- [Present additional information or insights that might not have been considered initially, which could address the manager's concern.]
- [Mention any potential risks or downsides that have been reconsidered and how they can be mitigated.]

## **POTENTIAL COMPROMISE**

- [If applicable, suggest a middle ground or an adjusted approach that incorporates value of both perspectives.]

## **CONCLUSION**

Proactively applying this template can significantly enhance your ability to present recommendations confidently and competently.

By using this guide, you're not just following a structured approach—you're also developing a skill that can positively influence your career, develop trust, credibility, and contribute to your organisation's success. Embrace the opportunity to refine your communication and decision-making abilities, knowing that this template is a tool designed to empower you.

As you begin to use this template, you'll likely find that your confidence grows with each recommendation you present. You'll enjoy the progress you make, not just in gaining approval for your ideas, engaging in healthy disagreement and solution focused thinking, but in the trust and respect you build with your manager, and they with you.

So, take the initiative to apply this template in your next team meeting, 1-2-1 with your manager, or even as part of day-to-day communication. I promise you, personal and professional growth will follow.



Scott Watson

# ***GET IN TOUCH***

[www.summittraining.co.uk](http://www.summittraining.co.uk)

[info@summittraining.co.uk](mailto:info@summittraining.co.uk)

0845 052 3701 (UK)

[LinkedIn](#)

