Alignment: Understanding Your Selection Committee

(Page 9 in Participant Guide)

Answer the questions below for the selection committee as a whole. If you do not know who the selectors are, ask your team to think about who they might be. With most presenters having given multiple interviews – for similar types of projects – they have a strong likelihood of at least being able to determine the roles/responsibilities of possible selectors.

Then, for each of the selectors, have your team complete the matrix in the participants' guide (I draw it on the whiteboard or on flipcharts and use different colors of markers).

Selector Information	
• Who will be on the selection committee? • What is their technical understanding? • What is their role on the project or in the organization? • What is their background? Do they have any special affiliations?	• What is their project history? • What is their stake in the project? • What would be their greatest problem relative to this project? • What would success on the project look like for them?

1. First **evaluate the technical level of each selector.** This refers to his/her ability to understand the technical information discussed in the interview. You'll likely find there is a mix of expertise/understanding. Ask the team what they think this means for the design of their content. Usually this helps a team understand that while they need to clearly articulate the technical details, they also need to explain them in lay-person's terms to engage all selectors, not just the more technically advanced.

2. Then analyze each selector's **product needs.** Product needs refer to the measurable, tangible needs a selector brings to the project. These include being on time, designing to a very tight budget, controlling changes, creating a strong public involvement program, meeting regulatory requirements, etc. List those in the matrix.

3. Discuss and document each selector's **process needs.** Process needs refer to how we should work with the client. This includes communication frequency and methodology, team requirements, documentation, project management. List those in the matrix.

4. Assess each selector's personal needs. **Personal needs** refer to anything the individual needs from the project. For example, a public works director might want to be off the front page of the paper. A university provost might want great publicity from the new building to drive fundraising. A project manager might be looking at this project as having either great potential risk or as the pinnacle to his/her career.

5. Finally, take this information and determine the **list of "hot buttons"** for each selector. Hot buttons refer to the content we need to include in the interview that will engage the selector and make him/her want to work with our team.

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In addition to understanding the client in general, it is important to take the time to understand individual selectors. What are their individual needs, expectations, and goals? How much influence does each have on the selection? To what extent will each understand highly technical information?

Be sure to look for information regarding their needs about the process, not just for their needs about the product. Apply the information you gathered in your client interviews to an individual selector. Determine key issues and use the final list of key issues as a check against presentation content.

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This diagram should highlight what you know about each selector and direct you to additional information you may need.	Selector #1	Selector #2	Selector #3	Selector #4
Technical Level: How much does each know about how to design a project like this?				
Product Needs				
Process Needs				
Personal Needs				
Hot Buttons				