

# Gain-Frame with WIFM Principle

Need to Make it About THEM

WIF Boss	WIF Team/Dept.	WIF Organization
How will your boss benefit if your request is granted?	How will your team or department benefit if your request is granted?	How will your organization benefit if your request is granted?
Need to prove value to your boss	Need to prove value to your team/department	Need to prove value to your organization
<p>Will it make her job easier?</p> <p>Will it make her look good to her superiors?</p>	<p>Will it make their job easier?</p> <p>Will it provide them with more time with their families?</p> <p>Will it give the department higher sales volume?</p>	<p>Will it bring in revenue for the organization?</p> <p>Will it enhance the organization's image, reputation?, etc.</p> <p>Will it help meet organizational goals (diversity, women leaders, etc.)</p>



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**WOMEN'S INSTITUTE OF NEGOTIATION**

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