



Proposal to Management

Telecommuting program proposals can often be resisted for reasons not based in reality. In order to assure success in your pursuit of a formalized telecommuting program, you must establish a clear telework philosophy that complements your organizational culture. Once the program is clearly characterized, you should develop three or four primary program drivers on which the entire program and its energy will be based - but don't just stop there. Stretch way outside the box to identify a list of secondary program goals using a variety of tools available on the market. With these goals established, you should next identify key stakeholders, identify and neutralize their objections, gather a consensus of support, and develop your internal champions.

The following outlines the topics that must be addressed in a proposal designed to win management approval for a teleworking program at the workplace. In a 4-5 page summary, present your knowledge of and solutions to the following issues:

- 1 – What is Teleworking
- 2 – What are the benefits to the company
- 3 – Which departments would be targeted
- 4 – Given type of business and corporate culture, which job functions would be ideal
- 5 – What are the costs, if any
- 6 – What technological requirements will there be, if any
- 7 – What savings to the company will there be, if any
- 8 – What are the next steps

We encourage you to reference a workshop document entitled *“Selling the Telecommuting Decision”* on the Telework America Web Site.

(<http://telecommute.org/twa/twa1999/workshop3.shtml>) You will find it very helpful in the development of your proposal to management.