

# Product Approvals

Obtaining executive approval for your project can be a stressful and demanding task. You must defend your project to acquire the budget you need and do it in the context of standing out in contrast to others competing for the same support and dollars. Center Stage empowers you to provide decision makers with the information they need to make wise decisions. The program has proved invaluable to companies such as Alcatel and Texas Instruments in supporting leadership during project and budget approvals.

### Example

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When leading engineers at Texas Instruments were ready to present the DLP technology to senior executives for final budget and project approval, Center Stage was the core program they used to develop their pitch. They received approval and the rest is history.



### Center Stage Tip

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Center Stage teaches you to put yourself in the shoes of your executive team, to think as they might think. Executives complain that employees rarely curate data effectively. Too much non-essential information clouds the picture. Executives waste time clearing the debris out, so to speak, to focus on what is critical for them to decide. Center Stage helps you effectively curate your facts, so you can make choosing your projects easy for them. When you do this, you automatically stand out above the crowd.