



Mike Cain's Critical Success Factors for i Advocacy

You have a compelling story to tell about IBM i as a business computing powerhouse. In addition to arming yourself with the skills and knowledge you need to articulate that story, make sure you're in a position to make your story heard and influence decision makers.

Within his [i Advocate Tutorial](#), debuted at the RPG & DB2 Summit in October 2012, Mike Cain offers tried and true advice on how to do just that to benefit your organization and your career.

1. Identify the financial buyer
2. Identify the technical buyer
3. Leadership is the ability to influence (leading = influencing)
4. It's not just what you know, it's who you know (get into a position to influence)
5. Become a consultant (to your executives, business leaders, colleagues)
6. Become the solution (through the use of proper tools and techniques)
7. Proactive is better than reactive
8. Objective is better than subjective
9. Follow the money (look for the motivation)