



Seminar Overview: Winning Strategies to Create Buy-In

Do you ever feel like you're working way harder than you need to? Like even the simplest sign off takes forever? Stakeholders aren't getting you what you need? Sometimes it even feels like people are deliberately resisting the plan.

In all types of organizations and groups, success relies on individuals gaining buy-in from other individuals and teams. A Nod, A Smile, A (Virtual) Handshake are all highly coveted results inherent to agreement. On October 15, 2019, an expert panel discussed ways to unleash fresh and innovative ideas, in a non-threatening way, to yield influence over behavior and motivation to build consensus.







Here is a top-line summary of the conversation.

Key Points

Defining Buy-In

Buy-in is an emotional state of mind. When you achieve real buy-in, your stakeholders are owning the work versus renting space within the work. When a tenant is renting and something breaks, it's another guy's problem. When you're an owner and something breaks, you're responsible for fixing it.

Important Skills

-  **Emotional Intelligence:** "know yourself and the people in your tent" - relationships are everything.
-  **Empathy:** Approach getting buy-in, resistance or lost buy-in with empathy and curiosity - how can you get it, why did you lose it?
-  **Selling:** As Dan Pink famously wrote, we're all in sales. Think like a sales person -- what's their pain point? How am I solving their problem?
-  **Communication:** Mindfully select opportunities for individual vs. group communication. Frame messages differently for different thinking styles. Does the listener need to hear things simply or are they interested in all the complexity. Pay attention to what works and then course-correct.
-  **Facilitation:** Let go of control / authority and using facilitation instead.
-  **Managing in All Directions:** Manage up by keeping top people informed to give them comfort that everything's in control. Employ "servant leadership" principles to manage employees and team members.

Very Special Thanks

Laying the Foundation

Identify the stakeholders inside and outside of the team and plan with intention to win them over.

A starter list:

- Your sponsor or boss
- Who your sponsor or boss reports to
- Peers
- Team members
- Vendors

Adopt a Design Thinking mindset that starts with **Empathy Mapping** to understand each member of your audience.

Always create trust through transparency and thoughtful work.

Ongoing Process

Educate

One-on-one or in groups -- deliver context and info to stakeholders.



01



02

Engage

Update, invite feedback, involve in decisions. Plan for ups and downs..

Enjoy

Build and maintain a personal connection.

03



Our Panelists



Facilitator: Jason Myers
Chief Marketing Officer
Matrix Management Institute
President



Ian Hughson
Leader Enterprise Business
Agility at IBM | Disruptor
Transformer, Storyteller



Paula K. Martin
CEO, Chief Creative Officer
Matrix Management Institute



James Turk
CEO & Founder
The Turk Group

Extend the Learning

Participants worked through a personality-typing game designed to help identify personality styles. The goal: know your audience so you can better connect with them.

The group asked for a way to take this idea back with them and the thought of using the easily accessible **DISC assessment** emerged.

Of course, when working with any assessment instrument, it's always best to have someone certified in that tool. **Click the graphic to get a free online assessment.**

