

Get Buy-in Now!

1 The Pregame	
Idea you need buy-in for	
Executive name and role	
Areas of influence (Circle all that apply)	Organizational structure, process, tools, technology, people, culture, budget, hiring, moral weight, Other_____
Summarize the gains and losses this executive might personally receive during and after the change.	
<p>Circle the Executive's current level of commitment and the level needed from the executive for success</p> <p>Unaware Questions or resists Permits/Stays out of way Helps Makes it happen Key role</p>	
Embody your hero pose	
2 The Critical Minute	
<p>Create rapport: Smile. Say their name. Say anything at a human level.</p> <p>Non-verbal communication: Mirror body language and mannerisms. What message do you want your body language to convey? What three words would you use to describe your intended tone?</p>	<p>What will you say?</p> <p>What non-verbal communication do you intend?</p>
3 The Pitch	
<p>Why. This is the why FOR THEM; not you.</p> <p>Start with why. Describe your belief as clearly and concisely as possible. It is your belief that will inspire others to support your idea and take action.</p>	
<p>How - the actions you'll take to realize your belief.</p>	
<p>What - the results of the How.</p> <p>This is a good place to describe the gains your executive may receive by supporting your belief. End with a clear and direct call to action.</p>	
4 Visualize the Delivery	
When and where will the pitch be delivered?	
How will you celebrate your courage regardless of the result?	

