

Get Buy-in Now!

1	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.	
	Circle the Executive's current level of commitment and the level needed from the executive for success	
	Unaware Questions or resists Permits/Stays out of way Helps Makes it happen Key role	
2	Why. This is the why FOR THEM; not you.	
	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.	
	How - the actions you'll take to realize your belief.	
	What - the results of the How.	
	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.	
3	Create rapport: Smile. Say their name. Say anything at a human level.	What will you say?
	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?	What non-verbal communication do you intend?
4	When and where will the pitch be delivered?	
	How will you celebrate your courage regardless of the result?	
	Embody your hero pose - then head to the elevator!	