

# 4 Key Steps to Get Buy In



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# About Sarah Baker

- Consultant & Facilitator at IQC.
- MS in Industrial and Organizational Psychology
- BA in Philosophy and Psychology
  
- Sarah challenges and inspires others to think critically and shift toward more effective perspectives.
- Her thoughtfulness, enthusiasm, and passion for learning support her in providing excellent work.
- As a facilitator, she uses philosophy and psychology techniques to inspire growth and excellence.

**Areas of Expertise:** Industrial and Organizational Psychology, Philosophy, Personal Leadership, Leadership Development, Curriculum Design, and Facilitation



# Who is IQC?

Catalyst to transform individuals and organizations from good to great to excellent.



**Training**



**Consulting** (iSource)



**Baldrige**



#JourneyTogether

# In this webinar you will:

- Understand the important components of buy in
- Learn the 4-step process to get buy in
- Reflect on the challenges and benefits of buy in that relate to you





# WHAT IS BUY IN?



WHAT DOES IT TAKE  
FOR YOU TO BUY IN?

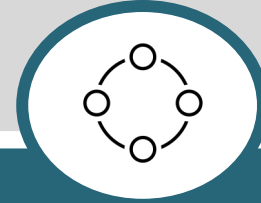
# HOW TO GET BUY IN: 4 STEPS



# 1

## Choose an Opportunity

- *Identify a current situation or problem that you have an idea for handling differently. What are your goals and outcomes?*



# 2

## Align to Others

- *What motivates the people whose support you need? How will your idea deliver results for them?*
- *Consider their preferences.*



# 3

## Ask for Reactions

- *Ask questions that will help you understand their reaction to your idea.*
- *Plan your response.*



# 4

## Agree on Action Plan

- *Think about what you'll need. What's the bare minimum? What would be ideal?*
- *Talk about what is realistic.*



# 1. Choose an Opportunity



- What is the issue?
  - Work process that seems redundant or ineffective
  - A piece of equipment that doesn't work well
  - A product that could be improved
  - A resource you're lacking
  - A project that could make a difference
  - A change that is taking too long to implement
  - A project that is stuck
  - A concept or direction for your team or organization
- What outcomes are you after?
- What are the goals and priorities?



## 2. Align to Others



- Who do you need to support this?
  - What motivates them?

*Saving time*  
*Applying logic, data or information*  
*Using power or authority*  
*Adventure*  
*Security and comfort*  
*Pleasing others*

*Gaining a sense of belonging*  
*Feeling needed*  
*Working for the greater good*  
*Control*  
*Being creative*  
*Being practical*

- How do they benefit from the idea?
- What will you say to establish a connection to the idea?

# 3. Ask for Reactions




- Explain the benefits
- Ask questions to gain clarity on their perspective
- Anticipate objections and address any concerns
- Consider how you could improve next time

# 4. Agree on Action Plan



- What do you need for this to work?
- What are you going to ask for?
- Where are you willing to give?



# BENEFITS OF BUY IN

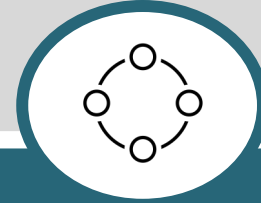
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**“Real power has to do with one’s ability to influence the hearts and minds of others.”**

**Dalai Lama**



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# **Announcements**

## **(Then Q&A)**



# KaiNexus Webinars

Register to get updates via email:

[www.KaiNexus.com/webinars](http://www.KaiNexus.com/webinars)

# Other Resources

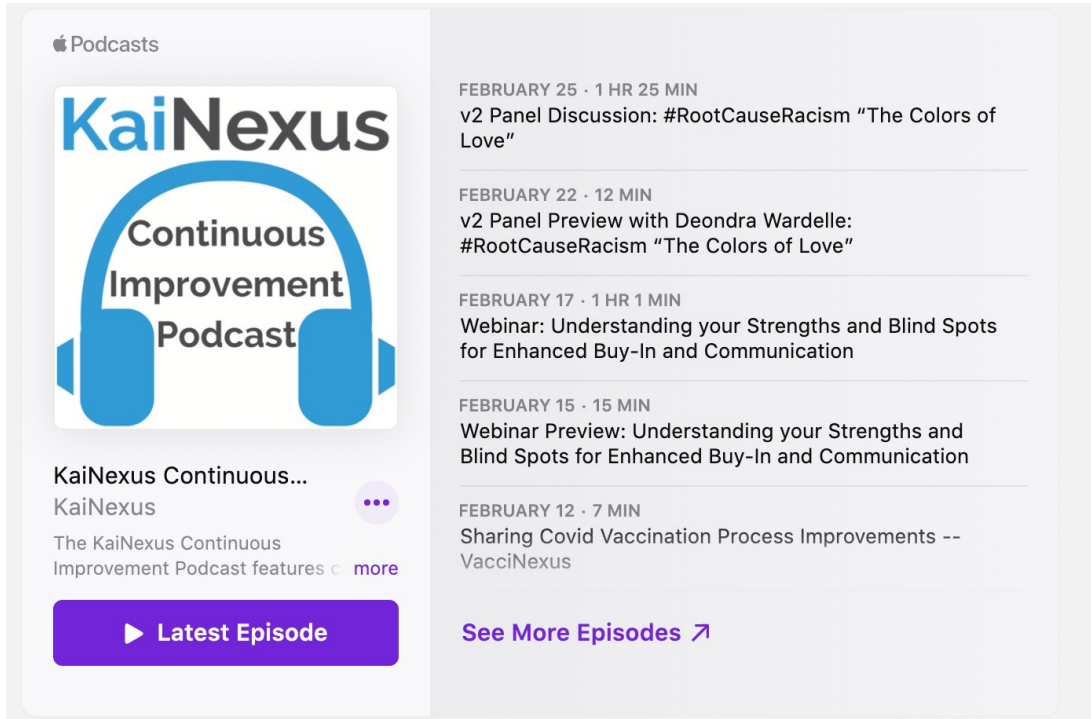
The screenshot shows the KaiNexus website with a navigation bar containing 'Why KaiNexus', 'Solutions', 'How', 'Features', 'Learn', 'About', and a 'Get Started' button. The main heading is 'Continuous Improvement Webinars on Demand'. Below this, there is a featured webinar titled 'Reporting the ROI of Improvement' with a 'WATCH NOW' button. At the bottom, there are four smaller webinar thumbnails with titles: 'The Colors of Love', '"Primero Kaikaku... Evento Kaizen Después"', 'Transitioning Lean from Manufacturing to the Office', and 'Understanding your Strengths and Blind Spots for Enhanced Buy-in and Communication'.

[KaiNexus.com/webinars](https://kainexus.com/webinars)

The screenshot shows the KaiNexus Blog website with a navigation bar containing 'Why KaiNexus', 'Solutions', 'How', 'Features', 'Learn', 'About', and a 'Get Started' button. The main heading is 'KaiNexus Blog' with the tagline 'Everything Continuous Improvement' and a 'SUBSCRIBE' button. Below the navigation, there are tabs for 'IMPROVEMENT' and 'CUSTOMER'. The featured article is 'An Overview of DMAIC for Beginners' by Brittany Currier, dated Mar 18, 2021. The article text explains that DMAIC is a data-driven technique used to improve processes. To the right of the text is a vertical flowchart with four steps: 'Define' (yellow), 'Measure' (light green), 'Analyze' (medium green), and 'Improve' (teal), connected by downward arrows.

[blog.kainexus.com](https://blog.kainexus.com)

# KaiNexus Podcasts



The screenshot shows the Apple Podcasts interface for the KaiNexus Continuous Improvement Podcast. The header includes the Apple Podcasts logo and the podcast title. The main image features the KaiNexus logo and a blue headset icon with the text 'Continuous Improvement Podcast'. Below the image, there is a description of the podcast and a 'Latest Episode' button. The episode list on the right includes:

- FEBRUARY 25 · 1 HR 25 MIN  
v2 Panel Discussion: #RootCauseRacism "The Colors of Love"
- FEBRUARY 22 · 12 MIN  
v2 Panel Preview with Deondra Wardelle: #RootCauseRacism "The Colors of Love"
- FEBRUARY 17 · 1 HR 1 MIN  
Webinar: Understanding your Strengths and Blind Spots for Enhanced Buy-In and Communication
- FEBRUARY 15 · 15 MIN  
Webinar Preview: Understanding your Strengths and Blind Spots for Enhanced Buy-In and Communication
- FEBRUARY 12 · 7 MIN  
Sharing Covid Vaccination Process Improvements -- VacciNexus

At the bottom of the episode list, there is a link to 'See More Episodes' with an external link icon.

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# Q&A

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