

Magic Formula to Get Buy-in

Follow this nine step formula when creating a presentation when you want to get buy-in from a stakeholder or principle.

1

Objective

What are you trying to accomplish?

4

Data

Stats and data to back up the benefits.

7

Accountability

Who is the champion? What are the metrics to measure success?

2

Evidence

Make the data high level and relevant.

5

Challenges

What are the obstacles?

8

Implementation

Do a project schedule with who is responsible and when it will be accomplished.

3

Benefits

What are you wanting to do this?
What's in it for them?

6

Solutions

How do you overcome the obstacles?

9

Follow-up

What steps have been put in place to measure and gauge success?