

# 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.



## **Objective**

What are you trying to accomplish?



## **Data**

Stats and data to back up the benefits.



## **Accountability**

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



## **Evidence**

Make the data high level and relevant.



## **Challenges**

What are the obstacles?



## **Implementation**

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



## **Benefits**

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



## **Solutions**

How do you overcome the obstacles?



## **Follow-up**

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