

How to gain Stakeholder Buy-In

5 WAYS TO HELP GAIN BUY-IN FROM PROJECT STAKEHOLDERS

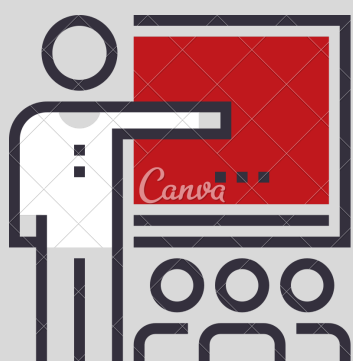
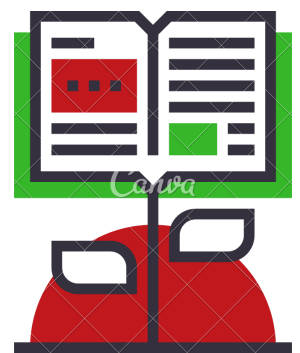


1. IDENTIFY KEY STAKEHOLDERS

Take the time to identify the person, people, groups, sponsors, partners or resources that will be affected by the project. Include any roadblocks to a successful outcome. Stakeholder mapping is a great way to assess stakeholder impact.

2. IDENTIFY STAKEHOLDER NEEDS

Meet with stakeholders to discuss their needs. Conduct surveys to assess the 'buy-in-level' of stakeholders and identify pockets of resistance. Develop strategies for your project allies and enemies to keep everyone on-side and focused on a positive outcome.



3. ENGAGE HEAD, HEART, HANDS

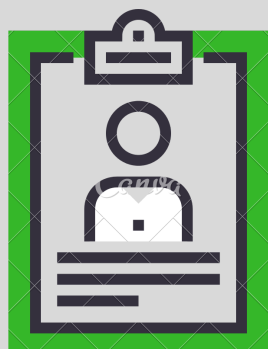
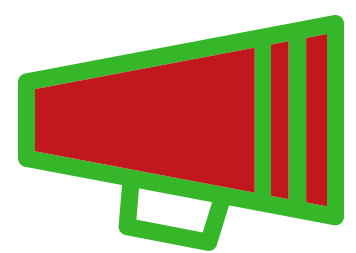
Head - communicate why the change is happening and what the benefits will be.

Heart - people have to believe the change is the right thing to do both for the organisation and themselves.

Hands - hands on training and practice.

4. SENIOR MANAGEMENT

Have good quality, honest, conversations, asking how you can best support them. Document specific actions they can take to ensure buy-in such as presentations or 'town-hall' meetings to communicate the benefits of the project to the rest of the organisation.



5. MEASURE PROGRESS

Conduct stakeholder interviews and surveys throughout the course of the project, to see what's working and what's not, so you can adjust along the way. Share the feedback and progress with the stakeholder groups and address any issues that arise.

"When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps" Confucius