

HOW TO GAIN BUY-IN AND COMMITMENT

GAIN BUY-IN PREFERENCE TEST

There are 16 items, each describing a specific approach to gaining 'buy-in'. Using the scale below, rate how often you demonstrate each one described.

- 1 = Almost never demonstrated 4 7 = Frequently demonstrated
 2 5 = Sometimes demonstrated 8
 3 = Occasionally demonstrated 6 9 = Almost always demonstrated

Item	Self-Assessment								
1. You are influential and persuasive in the way you put your point across	1	2	3	4	5	6	7	8	9
2. You put across the key pieces of data that make your idea worthwhile	1	2	3	4	5	6	7	8	9
3. You place the emphasis on the opportunities that your idea will bring	1	2	3	4	5	6	7	8	9
4. You demonstrate high levels of persistence in the face of obstacles and challenges	1	2	3	4	5	6	7	8	9
5. You are energetic and enthusiastic when sharing your own vision of what can be achieved	1	2	3	4	5	6	7	8	9
6. You use logic and high-level analysis to cut through complexity for a clear solution	1	2	3	4	5	6	7	8	9
7. You underline the unique selling points of your idea	1	2	3	4	5	6	7	8	9
8. You understand the points on which you are prepared to compromise	1	2	3	4	5	6	7	8	9
9. You tailor your idea to meet the needs of the audience	1	2	3	4	5	6	7	8	9
10. You outline the idea in a logical order	1	2	3	4	5	6	7	8	9
11. You point out the innovative aspects of your idea	1	2	3	4	5	6	7	8	9
12. You actively seek to promote your ideas	1	2	3	4	5	6	7	8	9
13. You adapt your approach according to different people's agendas	1	2	3	4	5	6	7	8	9
14. You outline the pros and cons of your idea	1	2	3	4	5	6	7	8	9
15. You highlight the ways in which your idea is better than alternatives	1	2	3	4	5	6	7	8	9
16. You ensure that you gain some kind of commitment when you have proposed your idea	1	2	3	4	5	6	7	8	9

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GAIN BUY-IN PREFERENCE TEST SCORING

Add up each 'area' score, on this table:

Area	Item to Add	Total Score
The art of persuasion	1 + 5 + 9 + 13	
Logical fact	2 + 6 + 10 + 14	
Sell the benefits	3 + 7 + 11 + 15	
Negotiate the deal	4 + 8 + 12 + 16	

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NEXT STEPS

Use the table below to think about the approach you'd use to persuade people to commit. Then, consider how you could build on this approach or develop and use other methods to increase your effectiveness.

Primary Preference:

Secondary Preference:

How can I build on my approach?

How can I develop the other areas of gaining commitment?

What opportunities do I have or will I have in the future?

HOW TO SUPPORT AND CHALLENGE IN TANDEM

STRENGTHS AND RISKS

This table will give you a chance to think back on some situations where you needed to challenge and/or support at work.

Situation that needs resolving	Possible ways to support	Possible ways to challenge
<p>A new intern is consistently failing to meet deadlines You are their line manager</p>	<p>Offer some coaching to improve his/her efficiency Ask for colleagues to hand down more reasonable deadlines</p>	<p>Challenge the intern about whether they are spending too much time on their phone/Facebook Challenge their tendency to turn up late for work</p>