

how to gain leadership buy-in for your employee training program

What is leadership buy-in?

Agreement on objectives

Alignment with strategy

Access to resources

Informed decision making

Established trust

Shared outcomes

Change management

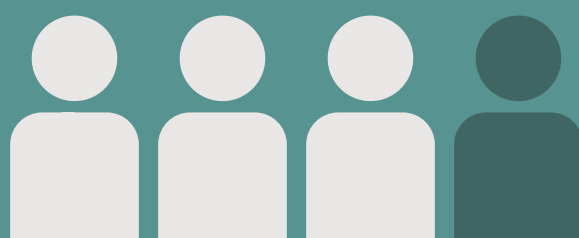


Why is it important?

49%

of talent developers agree that getting managers to prioritize learning is their number one challenge in 2020.

SOURCE: Ram Charan, author of Execution: The Discipline of Getting Things Done



74%

of employees don't feel like they are achieving their full potential.

SOURCE: ClearCompany

Three out of four senior leaders need to be convinced that change is necessary before a major cultural transformation can succeed.

SOURCE: John Kotter, Change Management Expert

6 steps to gain buy-in for your employee training program

1

Know your leadership - Find out what is important to them and how they like to receive information. Then present on those topic areas and in a way that they will understand. Topics to consider include:

- Above/bottom line indicators
- Money spent vs. money saved
- How it connects to business strategy
- How to address and solve problems

2

Find a champion for your training - Find someone within the organization who has influence and credibility and buys into the training initiative. They can then act as a liaison between employees, managers, and leaders, talking about the training initiative, garnering interest, and gauging engagement levels.

3

Share your plan - Share the steps to plan to take and discuss what the implementation process would involve getting the program started.

4

Be aware of timing - Know what budgetary constraints there might be and where in the fiscal year you are.

5

Show excitement - Be invested in your program. Show enthusiasm, focus and credibility, because you, too, are a champion for this program.

6

It's OK to negotiate - Getting the green light immediately is great, but be open to changes to the program, and don't be afraid to stand up for the parts you believe in.

Then what?

How to maintain leadership buy-in

ALIGN



Strategies and business objectives

COMMUNICATE



Your place to others in the organization and get their buy-in

Positive change within the organization

PLAN



To receive pushback

Show your progress

To speak about the initiative

For more tips on gaining leadership buy-in, check out our webinar "How to Gain Leadership Buy-In for Your Training Program."

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If you are ready to learn about how BizLibrary can be a partner in all aspects of your training program, including gaining leadership buy-in, speak with one of our [sales representatives](#).