

# 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

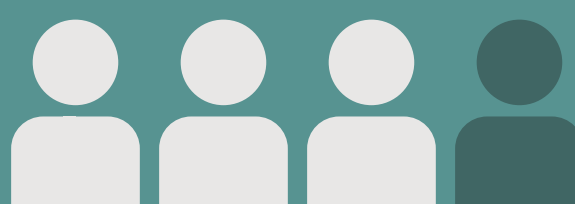


## WHY IS IT IMPORTANT?

70%

of strategic failure comes from **poor execution**, not from the idea itself. Having leadership buy-in will be the difference between success and failure.

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



97%

of employees and executives believe **lack of alignment** within a team impacts the outcome of a task or project.

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

## 10 STEPS TO GAIN BUY-IN FOR YOUR EMPLOYEE TRAINING PROGRAM

**1** **Know your leader** - Find out how your leadership team likes to receive information and then present it that way.

**2** **Identify above or bottom line indicators** - Plan and review numbers in advance. Be able to identify how the training program will make or save money.

**3** **Connect to business strategy** - Align your approach to the business and be informed on your company's strategy.

**4** **Clarify Problems** - Use detail. Anticipate questions and concerns and practice your presentation with others ahead of time.

**5** **Make time to show the solution** - Be prepared to do a demo, but only when the timing is right. Make sure your data and research drives the presentation.

**6** **Demonstrate thought behind the scenes** - Share your plans, discuss what the implementation process would involve.

**7** **Show collaborative effort** - Work with colleagues and other departments to show others are interested in this effort.

**8** **Build an accountability plan** - Include overall expectations. Agree on strategy and allow the leader to contribute ideas.

**9** **Know timing** - Be conscious of budgeting processes and business dependencies.

**10** **Be invested** - Show enthusiasm, focus and credibility. You are the champion of your employee training initiative.

## THEN WHAT?

### HOW TO MAINTAIN LEADERSHIP BUY-IN

**ALIGN**



Strategies and business objectives

**COMMUNICATE**



Market and sell your plan to others in the organization and get their buy-in

Promote positive change

Pushback on unrealistic expectations

**PLAN**



Show progress

Socialize the initiative

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