

LEADERSHIP BUY-IN MATURITY MODEL

WHAT YOU MAY HEAR FROM LEADERS

WHERE YOUR LEADERSHIP IS

YOUR ACTION

Why are we doing this?
I don't see value.
We don't have time.

Confused

Regroup

Tell me more about it.
Does it support our strategy?
I see the possible benefits.

Interested

Sell

What can we think about to move things?
Can you provide me with more details?

Willing

Socialize

I will work to engage my team.
Let's answer my remaining questions.
I'll do my part to ensure quick approval.

Supportive

Commit

I can provide sources.
Let's manage cultural change.
Can we accelerate the timeline?
This is good for the company.

Convinced

Execute

To learn more, access our on-demand webinar,
"How to Gain Leadership Buy-In for Your Training Program"

