

How to Secure Buy-In every time

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Today, I am going to be walking you through a key gutsy strategy, which you can apply anywhere in your life, not just in your career, although we are a career and professional development platform, this method could be applied, whether you're going for an interview, for a new job, sitting for your performance review, pitching a project, let's say you're proposing a new project or initiative, you could even be looking for just getting an approval for something, or an area where you're looking to influence change, getting a key decision made, and where you are that leader of influence. But again, if you think about your life, and any key decision that you need to have happen, which requires someone supporting you in that decision, then this will absolutely, absolutely support you there. So let's get started.

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Now, when you think about your career and the things that you want, you have to think about your clients and who you're speaking to, as if you're almost on that stage behind the microphone. Now, I know that you may say, Marisa, I don't really do presentations, you will never find me at a podium, you will never find me behind a microphone, which might be very well true. But if you are in the leadership playing field, then you will be speaking up in meetings, and you will be presenting your ideas and you will be pitching. So I'd like you to act as if you are behind that mike and owning your authority, right? Owning your authority with who? Your clients, and shifting your mindset in order to create a new and different set of results. Now, when I talk about clients, I'm talking about those internal clients as well as external clients, right? They are your management, they are your team, your direct reports are your clients, even your peers, other colleagues in other areas, and your business partners. So let's get clear up front, putting yourself in the shoes of your client. That's why we're called In Our Shoes here. Because it's not about you. It's not about me, it's about your clients, and what they really, really need and the value that you can potentially bring to them.

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Now, as a professional expert, I believe that you are more than just an expert in your field, you are also a change agent and ultimately a leader of influence. Now, don't get caught up in the business buzzwords here, I know that they're thrown around very easily these days. But I want you to just step back and really own these words. If you do feel like you're an expert, if you do feel like you can implement change. If you do feel you can influence people. And this webinar really is all about influencing others, selling your ideas and pitching your brand. well enough so that people buy in. They buy into what you're saying. This is about securing buy-in.

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So it's a quick and easy gutsy strategy, this will not be long or hard to digest, I want you to take a piece of paper, you can do this on a napkin, you could do this on your your child's coloring book, it doesn't matter. Just take a blank sheet page and draw a line down the middle. That's step one, okay.

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So here is how you approach that, I want you to consider the short term plan. This is where you're thinking in one year or less. And the reason I want you to do that is because the pushback to you, will usually be around one or three areas, if not all, there's not enough budget, there's not enough time, and there's not enough resources for your ideas to be implemented. So I want you to talk first and embrace that and address the elephant in the room and just address the short term of what you can accomplish in one year or less given all those restraints.

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So let's use as an example, let's say you have a new program, a new initiative, this can be even a new software system, it doesn't matter where you need to do some sort of rollout. Right and you don't have any of the budget or the time or the resources. But your proposal as a short term strategy is to train someone named John on XYZ. XYZ doesn't matter. It could be basket weaving could be software training, it doesn't matter. Train John on XYZ,

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because he's one of your high potential employees. He's a quick learner. He's a quick study and he has excellent communication skills. And your short term plan is to simply have John train others in the department. So what is this really saying? This is proposing a train the trainer type of model. So you're telling your audience, you're sharing your short term pitch, short term plan one year or less

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as a train the trainer model in order to get something done in one year or less, so what's the benefits? Now you've said, what your pitch is, what are the benefits? Give them the benefits, what's in for them? Well, something like this would absolutely save the company money, you're not training a dozen people, you're training one person.

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Number two, it places more ownership on John's team, right? To make sure that he's disseminating that training, and he's doing it well. And it's sticking, right.

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Number three, it also fosters collaboration, people feel valued, people feel heard, when they have a little bit of attention put on them, in terms of training or advising, especially if there's a schedule where people are visiting with them, and they feel heard and their problems are voiced. So, on a softer level, this fosters much more collaboration. And number four it enables you,

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to start small with a pilot type of project or a pilot group and see where that goes. So, so this is a simple model again, you could be pitching anything. And your proposal short term, as an example is just to

train one person so that they can go out and train several, maybe even hundreds of people. Because enough time, budget and resources are not on your side.

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Now, here's what you're going to put on that napkin. Here's my short term initiative. And here's the benefit. Benefit benefit benefit. Now, you might not have four initiatives, you may just have one, which was the example I just gave you, but speak to the benefits speak to the results of what you're proposing short term and what are the benefits of that proposal. Don't speak to the processes, don't speak to how to, do all that. Speak to the benefit, here's what you're going to get, here's what we will receive by taking this direction.

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Now, the other side of that napkin is the long term strategy. So what's the long term strategy? Well, that's the ideal world, right? Where we assume all the stars are aligned. And, that's what all of you are working toward. Now, again, don't get caught up in the how, and how you're going to get there. I want you to, once more, just like we did with the short term, think about

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what the initiatives the long term thinking would be, in order to get there. So as an example, using our previous example, let's see how this done.

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Now remember, John, right, he was on the ground meeting with hundreds of people getting the training. Well now long term, right? This is past one year, this could be two years out, you're formalizing a firm wide training curriculum. This could be self paced, this could be on-demand. This could be scalable, right, for not just hundreds or dozens of people that John has touched personally, but 1,000s of employees with the feedback from that community, from your constituents. So now we're talking long term, right? We're not just talking one resource, John, saving money. Now we're saying this will be from all the lessons learned that John found out and discovered from his conversations. This could be a springboard to formalizing a firm wide training curriculum. Same process, what are the benefits? What's in it for them? Why should they care? Why should you, you and your plan be considered?

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Number one, taking an approach, these are just as examples, by the way, you know, you have to come up with your benefits. But I'd like you to walk away with a line of thinking and how this is done when you're doing this for yourself. So number one, if you were to roll out a firm, wide, automated training curriculum, that's self paced, on-demand, this will contribute to a Center of Excellence and perhaps at your organization that doesn't exist, or maybe an attempt was made, but it never, felt very excellent. So you're contributing to what's called a CLE, or Center of Excellence.

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Number two, it aligns with the strategy of eliminating department silos, right? We are all fully aware and familiar with all of the departments not talking to each other, the marketing department is not talking to

the finance department, not talking to the technology department, not talking to the Ops (operations) department. So this would align with a strategy of eliminating those department silos.

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Number three, this would be a standardized solution. We're not customizing for this person, in this department. We're standardizing our training. And number four, it's scalable, we can build upon it. You can go enterprise wide, you can go global.

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So again, these are just examples given our dilemma, in how do we secure buy-in getting that program initiative, software system off the ground.

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Same process, you state and declare that long term initiative, and then you jot down all of the benefits on that piece of paper. Here's what you get.

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Again, this is about your clients, it's not about you, it's about what they need, what they're looking to you for and emotion must be put aside, I know that's not easy all the time. But you really have to stop that, or put a pause on any emotions that might be coming up. Because,

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coming from this "needs to happen" type of mentality, and also being fully aware of what your clients are feeling, and where they're coming from and what their challenges are, and addressing them in those benefits. You could even reword, the word benefits as solutions, right? Short term solution, Long term solution, and here's what you get from from taking this direction. Ultimately, you want to speak your results, as a result maker, as a professional expert, you're a result maker, you have to prove your results. And in order to get there, you have to sell it. And if you can sell them the results or the solutions. Not just the benefits, but the results of taking the short-term plan. And then taking the long term plan. That's when you become a leader of influence.

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Now, here's where we get caught up a leaders. We worry about the how. You could say Marisa, that sounds great. I'll pitch my short term plan, I'll pitch my long term plan. But what happens when they ask me how I'm going to do it? I'm going to freeze, I won't know all those details. And I'm here to tell you, from a gutsy leader point of view, it doesn't matter. Now, I will preface that hold on, don't kill the messenger, it does matter of course, you have to sell it. And you have to sell the execution as well. But not on Day One. When you're in there having that meeting, you will fill in the details later. And how do I know that? Well, I want you to think back to a time when you were just learning something for the first time and you were put on the spot, possibly. And you had said when you were asked "Can you handle it?" And you felt pretty confident that you could but you never actually tried. And you just stood there or sat there and you looked them in the eye and you said "Yes, I've got this, I can handle it. No worries" and then you went back to your desk and you went back to your computer and you just figured it out, Maybe you watched a video, or learned a video, maybe you bought a book, maybe you called

someone, an old friend, you always figure it out. So when you're going in there pitching a short and long term plan, and you feel good about it. You're authentic about it,

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you already have some idea in the back of your mind of what's going to have to happen. But that's not your job on Day One. That's not your job. When you're securing buy-in. You can off load that to an another meeting, after you've had a chance to meet with your wingman and your wingwoman and your team. And you guys can together fill in all the details on how it's going to get done. And then that short term, long term plan now, instead of talking results and benefits and solutions, now it's "this needs to happen. And that needs to happen. And this needs to happen". And what does this turn into? A plan, a project plan. And also it happens after it gets approved. So give yourself permission to not worry about the how, and just to pitch your strategy and get yourself out there. And

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nothing happens in life without a commitment. And this really does apply everywhere in our life. Nothing happens without a commitment, where you're committing to yourself, you're committing to your value. you're committing to your ideas, which people will feel but it is a commitment. Right and as soon as you step up and own that, that's when others feel that energy. That's when others believe in what you're selling and pitching which you're really not selling. By the way, the word selling is so inauthentic but you're, you know proposing things that will ultimately make a difference and make a change. And that's how influencers like you are wired.

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So what do you commit, commit to? Write those down.

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I commit to changing my mindset and how I see myself as a professional expert with value.

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I commit to leading with my authentic style.

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I commit to instilling integrity and passion as a service provider. We are here to serve.

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It's one year from today.

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Fast forward one year from today's date.

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What are we celebrating?

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What does your career look like? What is your home, your family life? Your free time, your finances?

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The causes that you feel called to? What does your life

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look like in terms of your greatest joy and fulfillment?

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What have you given yourself permission

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to create?

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This work is so much more than you, a change in your career, having a really key conversation where you're putting yourself out there and making yourself vulnerable, pitching something you feel passionate about and then actually

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being heard. And influencing change can have a massive impact in every other area of your life. And that's what we often sweep under the rug and don't realize. How we show up in one area for life has a ripple effect in all other areas of our lives.

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I want to thank you for joining me here.