

# Getting Employee Buy-In

## Organizational Audit

	Done?	Underway?	Not Started?
We educate our employees on numerous occasions and in different ways about the external trends and competitor threats that present a clear reason for the need for change.			
We consistently share company and industry data (financial, market analysis, customer feedback) with our employees to keep them up-to-date on what's going on and how things are changing.			
We use outside data sources and guest speakers to give our employees an objective view of what's going on in our business and industry.			
We visually describe the desired future that the change needs to bring about to ensure our employees have a clear picture in mind of what the change is and isn't.			
We customize the message about the change depending on the particular audience to ensure we clearly answer their question, "what's in it for me/us?"			
We build prototypes and prominently display them to make concrete what the change is about.			
We identify and enlist informal leaders to provide them with a complete review of the changes so as to solicit their feedback for content and roll-out of the initiative.			
We identify and enlist individuals and/or groups that are interested in experimenting with the new way to ensure the change is first tested in the real world.			
We proactively ask for feedback on why this change won't work to identify potential resistance or roadblocks. We then add to the initiatives those things that would "take away people's excuses" for not adopting the new way.			
We have a system in place to reward those who adopt the change and to discourage those who resist the change.			

