Terry's Top 10 Tips to *Getting Better Buy-In*

1. Direct the Spotlight (The Reticular Activating System – RAS)

Summary:
People focus on what they notice — and they notice what's novel, repeated, or emotionally charged. Your job as a leader is to make important things visible and hard to ignore.

Example:
Put up a new, quirky visual cue in the break room tied to your team's goal. Rotate it regularly so it doesn't become "just wallpaper."

---

2. Involve Early, Involve Often (The Triple-I Model)

Summary:
Buy-in skyrockets when people get **Information**, find it **Interesting**, and are given genuine **Involvement** in the change. Don't just present, include.

Example:
Let your team choose between three pre-approved options for a new software rollout. Even small choices build ownership.

---

3. Ask, Don't Tell (The Power of Self-Identification)

Summary:
People are three times more likely to follow through on ideas they come up with themselves. Guiding them to discover the "why" beats telling them what to do.

Example:
Instead of saying "We need to improve customer response times," ask: "What do you notice slows us down most when responding to customers?"

---

4. Use Peer Pressure for Good (Social Leverage & The Learning Staircase)

Summary:
Harness the natural influence of colleagues. Pair skilled "fours" with "ones" and watch improvement spread sideways. Motivation is contagious if managed well.

Example:
Post a team skills matrix and buddy up experts with newbies for job shadowing. Be intentional with how you pair people.

5. Debrief Everything (Experiential Learning Cycle + Stop/Start/Continue)

Summary:
We learn best from doing, especially when we reflect after. A simple debrief using "What should we stop, start, and continue?" creates learning loops.

Example:
After a project wrap-up, ask your team to write one stop/start/continue on a sticky note. Collect and share themes.

6. Model Best Practice (The Mandela List)

Summary:
Identify people who do it well, list the *specific* behaviours that make them great, and use that as a learning target. Keep it observable and repeatable.

Example:
Ask team members to write 5 behaviours of someone they admire in your company. Use this list to create peer-led learning goals.

7. Create Productive Discomfort (As-Is vs Wannabe Gap Analysis)

Summary:
Change comes when people *want* to close the gap between where they are and where they could be. Your job? Help them see both clearly.

Example:
Use visuals or photos to represent the "current state" and "ideal state" then have staff choose which resonates with them and explain why.

---

8. Tune Into WIIFM (What's In It For Me?)

Summary:
People are most motivated when they understand the personal and professional gains from change and the cost of staying still. Ask them, don't assume.

Example:
In a 1:1, say: "What would be the upside for *you personally* if this team goal succeeded?" Then ask, "What's the risk if we don't?"

---

9. Show Progress, Not Just Plans (Endowed Progress Effect)

Summary:
We're more motivated when we feel we've already started and when each step is visible. A sense of momentum is a powerful driver.

Example:
Break down a large team initiative into mini-milestones and use a public tracker. Tick things off visually to create a shared dopamine hit.

---

10. Design the Room for When You're Not in It (Environmental Influence)

Summary:
The best leadership works when you're *not there*. Use your environment, culture, and systems to support the behaviour you want long after you've walked away.

Example:
Create a rituals calendar with recurring micro-habits like "Two-Minute Tuesday" reflection prompts on Slack that reinforce values without your input every time.

Terry's Top 10 Tips to 'Getting Better Buy-In'

Direct the spotlight
People focus on what they notice — and they notice what's novel, repeated, or emotionally charged. Your job as a leader is to make important things visible and hard to ignore.

Involve early; Involve often
Buy-in skyrockets when people get Information, find it Interesting, and are given genuine Involvement in the change. Don't just present, include.

Ask, Don't tell
People are three times more likely to follow through on ideas they come up with themselves. Guiding them to discover the "why" beats telling them what to do.

Use peer pressure for good
Harness the natural influence of colleagues. Pair skilled "fours" with "ones" and watch improvement spread sideways. Motivation is contagious if managed well.

Make Debriefing a Habit
We learn best from doing, especially when we reflect after. A simple debrief using "What should we stop, start, and continue?" creates learning loops.

Model Best Practice
Identify people who do it well, list the specific behaviours that make them great, and use that as a learning target. Keep it observable and repeatable.

Creative Productive Discomfort
Change comes when people want to close the gap between where they are and where they could be. Your job? Help them see both clearly.

Tune into WII-FM
People are most motivated when they understand the personal and professional gains from change and the cost of staying still. Ask them, don't assume.

Show Progress (Not Just Plans)
We're more motivated when we feel we've already started and when each step is visible. A sense of momentum is a powerful driver.
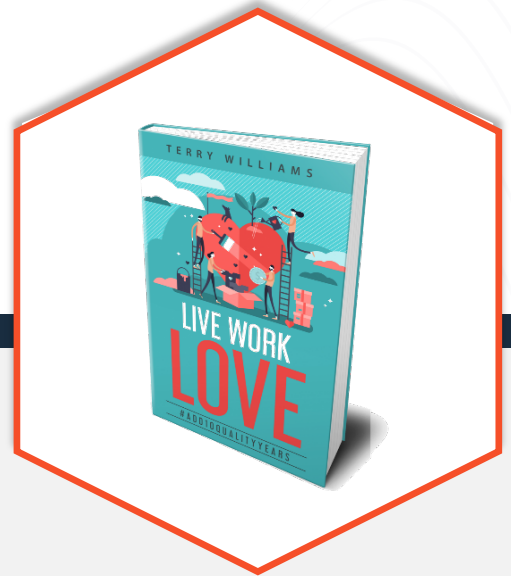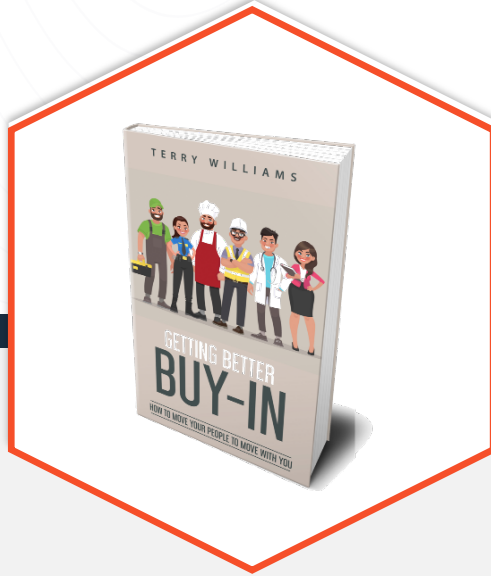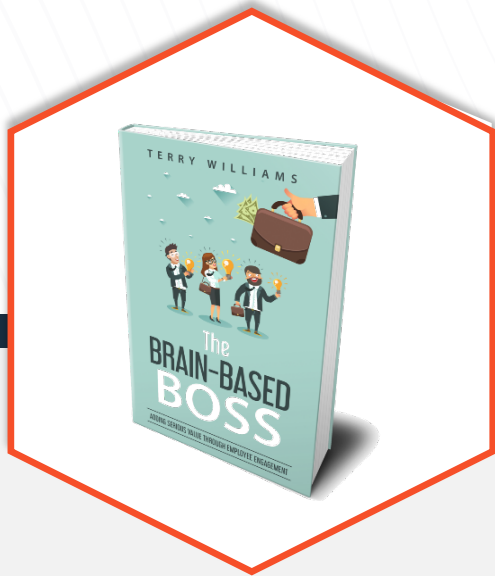
Design the Room for when You're Not in it
The best leadership works when you're not there. Use your environment, culture, and systems to support the behaviour you want long after you've walked away.

TERRYWILLIAMS
THE PEOPLE ENGAGEMENT EXPERTS

The Brain-Based Boss
TERRY WILLIAMS

Getting Better Buy-In
TERRY WILLIAMS
HOW TO MOVE YOUR PEOPLE TO MOVE WITH YOU

Live Work Love
TERRY WILLIAMS
#ADDTOQUALITYYEARS

Engage people;
improve results!

Our books are about getting better at getting better - in life, at work, and in leadership, personally & professionally.