



## JUNE 3, 2010 Slideshow Summary for Participants

© Copyright 2010 Global Dialogue Center – Joel Barker and Debbie Kennedy. All rights reserved.  
For participant use only. Not for distribution or electronic posting without express permission.  
[www.globaldialoguecenter.com/conferencecenter](http://www.globaldialoguecenter.com/conferencecenter)

---



---

---

---

---

---

---

---

---



---

---

---

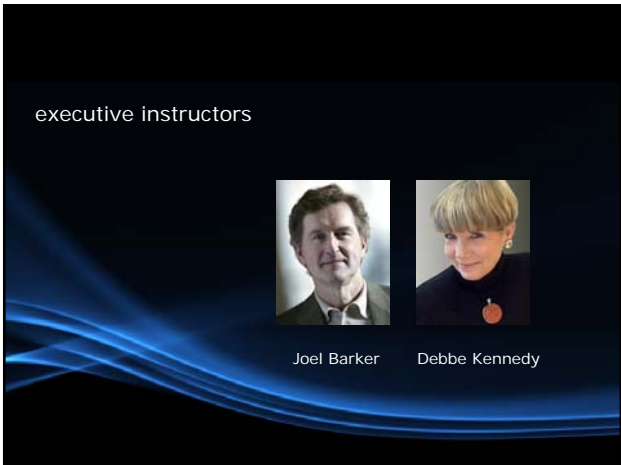
---

---

---

---

---



---

---

---

---

---

---

---

---

How to Get BUY-IN for NEW IDEAS

## GOALS



### YOU will...

- LEARN why smart people say *No!* to your ideas
- UNDERSTAND the *VALUE* of their resistance
- IDENTIFY *10 tactics* to overcome resistance
- LEARN *when* and *what* and *how* to use the tactics to gain acceptance.
- SHARE in a group eXchange

---

---

---

---

---

---

---

---

## Agenda

Connecting with YOU – Who's with us!

Tactics of INNOVATION

10 Rules | Test your own NEW IDEA

Joel



eXchange – Your QUESTIONS

Critical SUCCESS POINTS

The ART of Putting the 10 Tactics to Work

Debbe

group eXchange

All of Us

---

---

---

---

---

---

---

---

Questions

IDEAS

Issues

group eXchange

Comments

Best Practices

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

who's here with us? **Types of Organizations**



- Aerospace | Defense
- Churches
- Consulting | Advisory | Coaching Svcs
- Education | Community Colleges
- Healthcare | BioPharma
- Healthcare | Health Insurance
- Imaging Technology Products & Svcs
- Manufacturing | Research
- Not for Profit Organizations
- IT | Software Development
- IT | Products & Svcs
- State/Local Government Agencies
- Small/Medium Businesses
- Wholesale | Plumbing/Heating/Air

---

---

---

---


---

---

---

---

**How you described YOURSELVES...** **who's here with us?**



- Program Manager | Accessibility Products & Svcs
- Cultural Competence & Diversity Systems
- Director, Healthcare Alliances
- Associate Administrator | Executive Director
- Principal | Founder
- Futurist, writer, advisor | Consultant
- Incentives Specialist
- Global Director, Informatics
- Human Resources Professional
- Organizational Development Consultant
- Associate, Multicultural Congregational Support
- Director Diversity & Inclusion Practices
- Director, Human Resources
- Admin. Asst | Employee & Organizational Development
- Director of Communications
- Technical Lead
- Facilitators | Technology Trainers
- Business Process Analysts

---

---

---

---

---

---

---

---




---

---

---

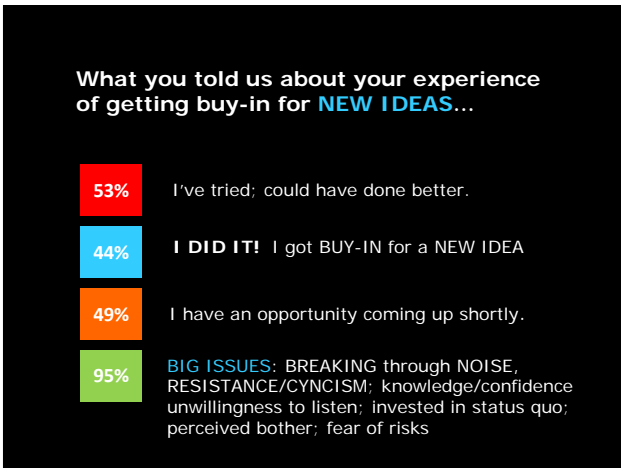
---

---

---

---

---




---

---

---

---

---

---

---

---

**IBM's Global CEO Study**

1541 CEOs, General Managers, and Public Sector Leaders INTERVIEWED

60 countries

33 industries

"CEO cited **CREATIVITY** as the most important leadership quality over the next five years."

- Integrity
- Global thinking
- Influence
- Openness
- Dedication
- Focus on sustainability
- Humility
- Fairness

May 2010

---

---

---

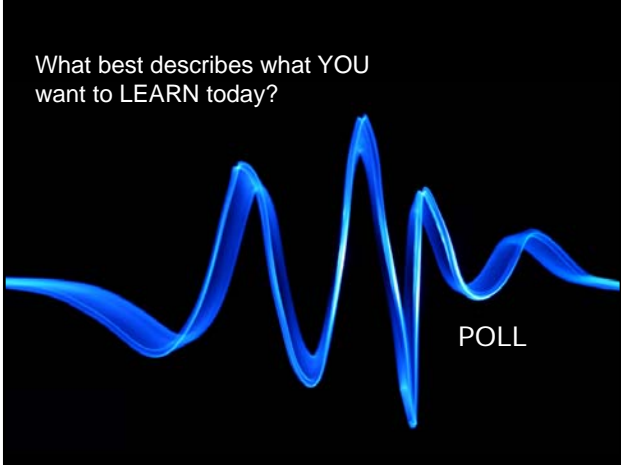
---

---

---

---

---



---

---

---

---

---

---

---

---

**Poll Question:**  
**What BEST describes what you want to LEARN today?**

**Poll Choices:**

- I need help RIGHT NOW because I'm presenting a NEW IDEA soon!
- I need to learn how to breakthrough the NOISE more effectively, because I'm often called upon to present NEW IDEAS and NEW THINKING.
- I want to build knowledge, skills, know-how, and CONFIDENCE to deal with the RESISTANCE to CHANGE, because our organization needs to CHANGE.
- I am interested in the whole idea of INNOVATION, so I'm here to expand my understanding and pick up new concepts I can apply.
- ONE or MORE of the ABOVE, PLUS I look forward to learning from others in the Group Exchange.

No Vote

**Results:**

0%	0
0%	0
0%	0
0%	0
0%	0

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

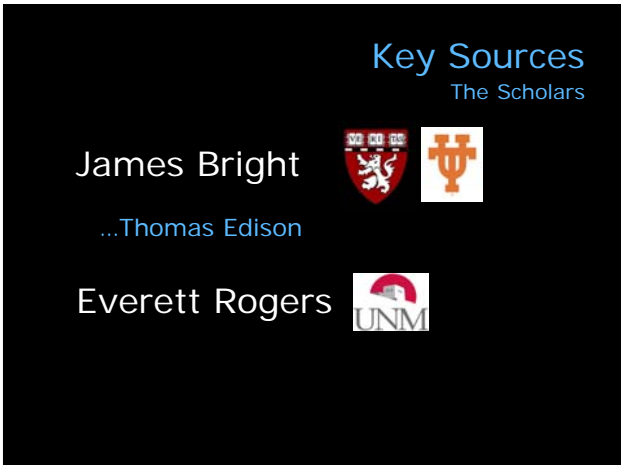
---

---

---

---

---



---

---

---

---

---

---

---

---

Key Sources  
The Scholars

James Bright

...Thomas Edison

Everett Rogers

Joel Barker



---

---

---

---

---

---

---

---

Invention

vs.

INNOVATION

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---





**INNOVATION** is the successful introduction of a **NEW IDEA**

---

---

---

---

---

---

---

---



**INNOVATION** is the successful introduction of a **NEW IDEA**

---

---

---

---

---

---

---

---

Assumptions to Begin



---

---

---

---

---

---

---

---

Assumptions to Begin

1. All enterprises start by seeking a social agreement for homeostasis...



2. Balance is achieved by making many specific agreements, i.e. management style, dress code, values, daily practices (paradigms)

---

---

---

---

---

---

---

---

Assumptions to Begin



3. Any INNOVATION alters those adjustments and creates disequilibrium (Who's the bad guy?)
4. The amount of DISTURBANCE caused is proportional to the *perceived* change the innovation creates, not necessarily the *real* change it creates.

---

---

---

---

---

---

---

---

Assumptions to Begin

5. In times of **CRISIS**, innovations will be sought out instead of resisted
6. Acceptance of an **INNOVATION** can be dramatically influenced by the social climate of the moment



---

---

---

---

---

---

---

---

7. The innovation must *always* be looked at from the **user's point of view**.

The inventor's point of view is *irrelevant*.



Assumptions to Begin

---

---

---

---

---

---

---

---

---

---

# Tactics of Innovation

## 10 rules




---

---

---

---

---

---

---

---

---

---

**Tactics of Innovation Checklist** Click and drag checkmarks to place How to Get Buy-In for NEW IDEAS







**Innovation:** \_\_\_\_\_

**Potential User:** \_\_\_\_\_

Instructions: Consider the questions below FROM THE USER'S POINT OF VIEW, respond by putting a ✓ in the appropriate column on the right.

	NO, NOT AT ALL	VERY LITTLE	SOMEWHAT	YES	YES, BIG TIME!
<input type="checkbox"/> 1 - Perceived Advantage: <small>Can the user see a significant advantage in changing to the new idea?</small>					
<input type="checkbox"/> 2 - Compatibility: <small>How well does the new idea fit in with the present environment?</small>					
<input type="checkbox"/> 3 - Perceived Simplicity: <small>Does the new idea look and/or seem simple?</small>					
<input type="checkbox"/> 4 - Divisibility: <small>Can the idea be introduced in small increments?</small>					
<input type="checkbox"/> 5 - Communicability: <small>Are you using words that are familiar to your user?</small>					
<input type="checkbox"/> 6 - Reversibility: <small>Once the user has tried the new idea, can they get out of it if they want?</small>					
<input type="checkbox"/> 7 - Relative Costliness: <small>Compared to the costs of maintaining what they already have, is it to the user's advantage to switch to the new idea?</small>					
<input type="checkbox"/> 8 - Credibility: <small>Is the person introducing the new idea a credible source?</small>					
<input type="checkbox"/> 9 - Reliability: <small>Does your new idea do what you say it will do and will it do so consistently over time?</small>					
<input type="checkbox"/> 10 - Failure Consequences: <small>Is your user put at risk if your idea fails?</small>					

HANDOUT  
to test your NEW IDEA  
Where to find it?  
TOP LEFT

Online Learning Programs at the Global Dialogue Center® • www.globaldialoguecenter.com • Tactics of Innovation Checklist • © 2010 Jack Barber

---

---

---

---

---

---

---

---

---

---

**Tactics of Innovation Checklist** How to Get Buy-In for NEW IDEAS

**Innovation:** \_\_\_\_\_

**Potential User:** \_\_\_\_\_

**Instructions:** Consider the questions below FROM THE USER'S POINT OF VIEW, respond by putting a "✓" in the appropriate column on the right.

	NO, NOT AT ALL	VERY LITTLE	SOMEWHAT	YES	YES, BIG TIME!
<input type="checkbox"/> 1 – Perceived Advantage: Can the user see a significant advantage in changing to the new idea?					✓
<input type="checkbox"/> 2 – Compatibility: How well does the new idea fit in with the present environment?			✓		
<input type="checkbox"/> 3 – Perceived Simplicity: Does the new idea look good for users (simple)?				✓	
<input type="checkbox"/> 4 – Divisibility: Can the idea be introduced in small increments?		✓			
<input type="checkbox"/> 5 – Communicability: Are you using words that are familiar to your user?			✓		
<input type="checkbox"/> 6 – Reversibility: Does the user have time for new ideas, can they get out of it if they want?				✓	
<input type="checkbox"/> 7 – Relative Costness: Compared to the cost of maintaining what they already have, is it to the user's advantage to switch to the new idea?			✓		
<input type="checkbox"/> 8 – Credibility: Is the person introducing the new idea a credible source?			✓		
<input type="checkbox"/> 9 – Reliability: Does your new idea do what you say it will do and will it do so consistently over time?				✓	
<input type="checkbox"/> 10 – Failure Consequences: Is your user put at risk if your idea fails?	✓				

Online Learning Programs at the Global Dialogue Center™ • www.globaldialoguecenter.com • Tactics of Innovation Checklist • © 2010 Joel Barker

---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

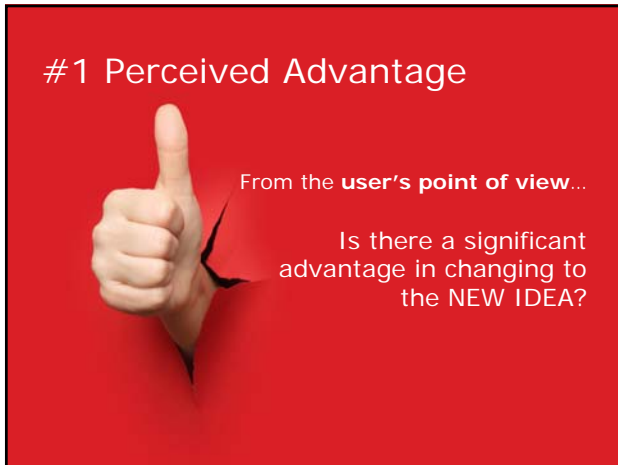
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

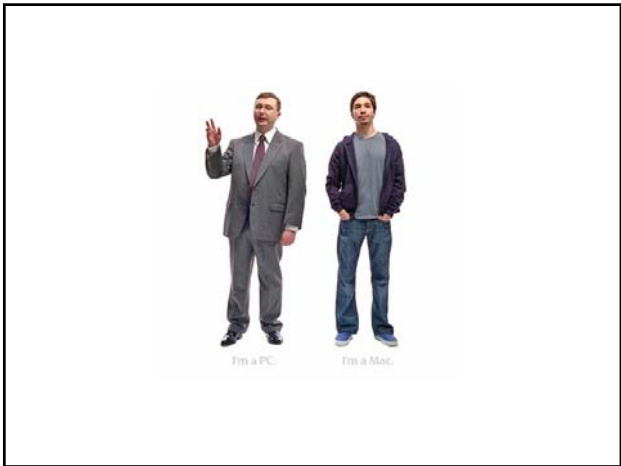
---

---

---

---

---




---

---

---

---

---

---

---

---

**Full Question:**  
**PERCEIVED ADVANTAGE: Can your user see a SIGNIFICANT ADVANTAGE in changing to your NEW IDEA?**

**Full Choices:**

- No, not at all
- Very little
- Somewhat
- Yes
- Yes, BIG TIME!

**Results:**

0%	0
0%	0
0%	0
0%	0
0%	0

■ No Vote

---

---

---

---

---

---

---

---

## #2 Compatibility

How well does the NEW IDEA fit in with the present situation? The easier it fits, the better it will be accepted.



---

---

---

---

---

---

---

---



Joel's TEST  
#2 Compatibility?

---

---

---

---

---

---

---

---



Online Learning

---

---

---

---

---

---

---

---



#3 Perceived Simplicity

From the USER'S POINT OF VIEW, does the new idea look simple?

---

---

---

---

---

---

---

---



Joel's TEST  
#3 Perceived Simplicity?

---

---

---

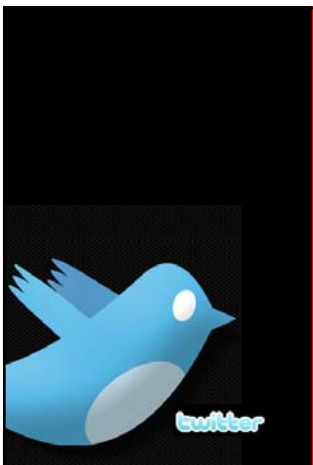
---

---

---

---

---



SanDisk Cruzer®  
USB Flash Drives



---

---

---

---

---

---

---

---

## #4 Divisibility

Can the NEW IDEA be introduced in small increments?



---

---

---

---

---

---

---

---

Joel's TEST  
#4 Divisibility?



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



## #5 Communicability

When you have a choice of creating new words to describe your NEW IDEA, or using old words in a new way to describe your idea, *always use the familiar words.*



---

---

---

---

---

---

---

---

Joel's TEST  
#5 Communicability?

compact fluorescent light



---

---

---

---

---

---

---

---



USB drive  
operating system  
hard drive  
back-up  
bytes/bits  
cloud computing

---

---

---

---

---

---

---

---

## #6 Reversibility

Once the user has tried the new idea, can they get out of it if they want?



---

---

---

---

---

---

---

---



---

---

---

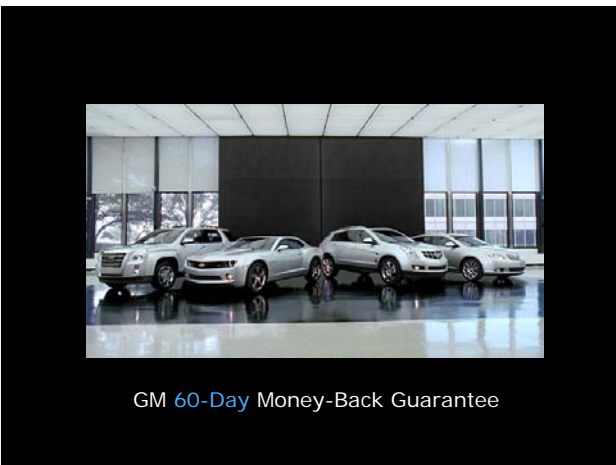
---

---

---

---

---



---

---

---

---

---

---

---

---

## #7 Relative Costliness

Compared to present costs of maintaining what you are using, what is the cost of instituting the NEW IDEA?



Cost is not just about \$. Many times, the highest costs are emotional, social or cultural.

---

---

---

---

---

---

---

---

### Joel's TEST #7 Relative Costliness?



---

---

---

---

---

---

---

---



What can we learn?

---

---

---

---

---

---

---

---



#8 Credibility

The idea should be introduced by a person who has credibility with the user, even if it means the inventor must stay out of the presentation.

---

---

---

---

---

---

---

---

Joel's TEST

#8 Credibility?



---

---

---


---

---

---

---

---



the first IBM Personal Computer

---

---

---

---

---

---

---

---

#9 Reliability



Does your NEW IDEA do what you say it will do and will it do so consistently over time?

---

---

---

---

---

---

---

---



Joel's TEST  
#9 Reliability?

---

---

---

---

---

---

---

---



Ritz-Carlton Hotels

---

---

---

---

---

---

---

---

#10 Failure Consequences

What happens if your idea fails?  
Do not mistake this with "what remedies do you offer if your new idea fails."

---

---

---

---

---

---

---

---

#10 Failure Consequences  
POLL

Is your user put at **RISK** if your idea fails?

No, NOT at all!  
Very Little  
Somewhat  
Yes  
Yes, BIG TIME!

---

---

---

---

---

---

---

---



Joel's TEST  
#10 Failure Consequences?

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## Tactics of Innovation Excuses

"I might go bankrupt if it fails?"	#10 FAILURE CONSEQUENCES
"It breaks down how often?"	#9 RELIABILITY
"I don't even know who you are."	#8 CREDIBILITY
"It looks cheaper to me to keep doing what we're doing."	#7 RELATIVE COSTLINESS
"Once we're in, there's no going back?"	#6 REVERSIBILITY
"I didn't understand a word you said."	#5 COMMUNICABILITY
"All or nothing, huh?"	#4 DIVISIBILITY
"That sure looks complicated to me."	#3 PERCEIVED SIMPLICITY
"So, it doesn't work with anything we have right now."	#2 COMPATIBILITY
"I just don't see where we gain very much."	#1 PERCEIVED ADVANTAGE

---

---

---

---

---

---

---

---

---

---

## Conclusions

- Those are all good reasons *not* to change
- Remember, the *only* point of view that counts is the **user's**
- Fulfill the tactics as completely as you can before you present your IDEA

---

---

---

---

---

---

---

---

---

---

eXchange

A few of your  
QUESTIONS

---

---

---

---

---

---

---

---

---

---



I'm going to present to at least  
**three** different groups...

Will my presentation work for all three?  
Will it need to be changed?

---

---

---

---

---

---

---

---

Can you use the **10 Tactics** for small  
situations...like presenting to my team  
or in department meetings?

---

---

---

---

---

---

---

---



Debbe Kennedy

---

---

---

---

---

---

---

---

**#1 CHALLENGE**  
in sharing new IDEAS and new THINKING

23% **INFORMATION OVERLOAD**  
• *breaking through the NOISE*

84% **RESISTANCE TO CHANGE**  
• *not invented here*  
• *unwillingness to listen*  
• *cynicism to new and different*  
• *my own CONFIDENCE to deal with it*



Source: 2009 response from 2000+ leaders and innovators

---

---

---

---

---

---

---

---

generating  
**ACCEPTANCE**

discounted  
overlooked  
avoided  
ignored

---

---

---

---

---

---

---

---

**ACCEPTANCE** is the MOST overlooked  
success factor for INNOVATION

---

---

---

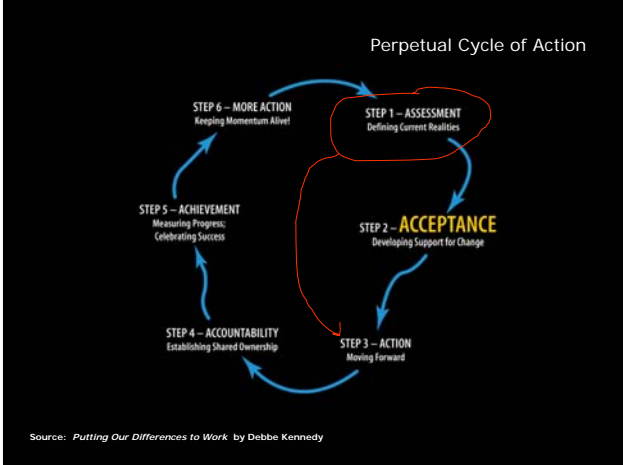
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

## Key Sources of PERSPECTIVE



- Study of 10 Tactics
- Business practices – *results achieved*
- Best Practices in partnership with clients

---

---

---

---

---

---

---

---



## What is a success point?

A milestone with very specific,  
*action*-directed goals with a  
POWERFUL influence on seeding a  
**NEW IDEA**

---

---

---

---

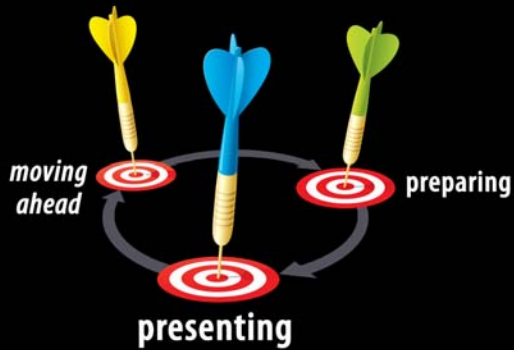
---

---

---

---

## Critical Success Points



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



Strategic considerations

- critical decisions
- your personal research
- common mistakes
- the "half-baked IDEA"

---

---

---

---

---

---

---

---



Key Strategic Considerations

- ✓ Credible messenger decisions
- ✓ "Listening ahead" research

---

---

---

---

---

---

---

---

## Common Mistakes preparing



- caused more **trouble** than idea is worth
- asks **TOO MANY** people for input and uses every idea
- allows someone else to present their **new idea**  
→ *who is not invested in it's success*
- trusts in what others think way **TOO MUCH...**

---

---

---

---

---

---

---

---



## the Half-Baked IDEA

two  
perspectives

---

---

---

---

---

---

---

---



The **BIGGEST**  
mistake of ALL ?

Not **TRUSTING**  
your own judgment

---

---

---

---

---

---

---

---

presenting

success point 2



---

---

---

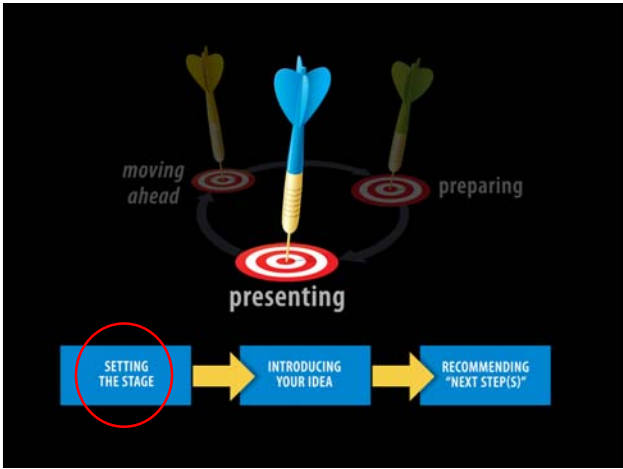
---

---

---

---

---



---

---

---

---

---

---

---

---



setting the stage  
for success

---

---

---

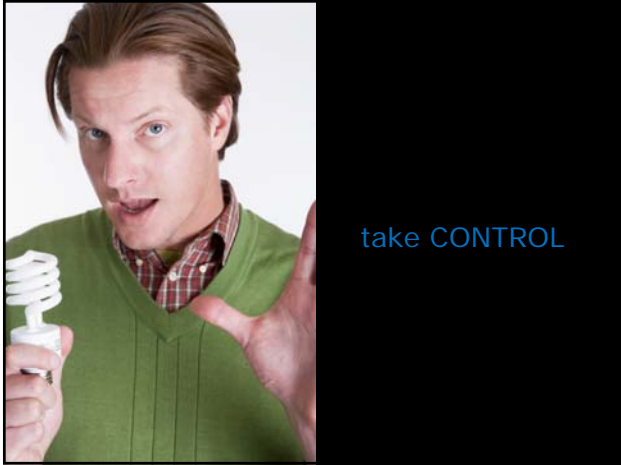
---

---

---

---

---



---

---

---

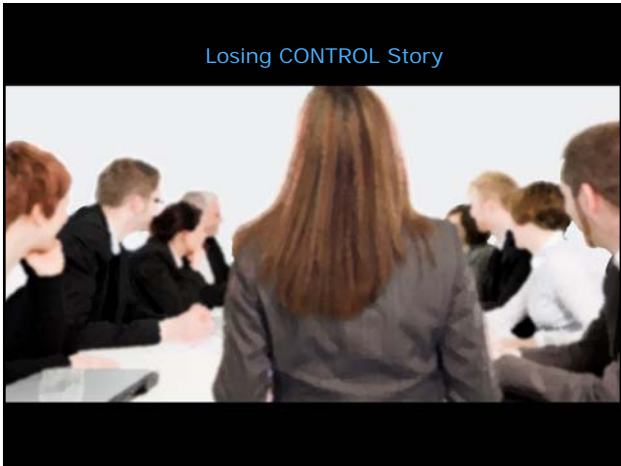
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



a **COMPARISON** creates  
**PERCEIVED ADVANTAGE**



---

---

---

---

---

---

---

---

INNOVATION: Global Change Initiative

sample

**CURRENT REALITIES**

Employee Attitudes

- Living with pressure and uncertainty
- Worried about economy
- Questioning upcoming re-organization
- Feeling pressure to perform
- Shifting priorities add to uncertainty
- Concern about future of business
- Not operating at peak potential



**VISION  
and OPPORTUNITY**

Renewed Organization

- Shared vision
- Trust in leadership
- Adaptable and willing
- Performance at peak
- Personal leadership *at all levels*
- Collaboration *at best*
- Pioneers of a new era

---

---

---

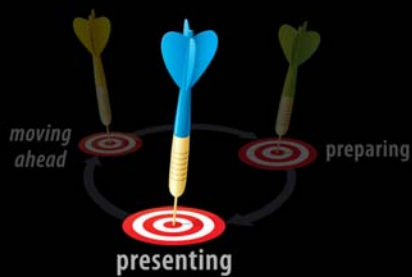
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Strategic Objectives



Introducing Your NEW IDEA

- SIMPLE explanation
- FAMILIAR words
- STEP-BY-STEP demonstration
- LOW RISK to try
- Forward-thinking BENEFITS

---

---

---

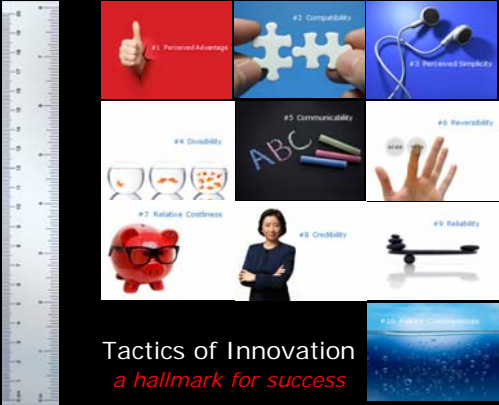
---

---

---

---

---



Tactics of Innovation  
*a hallmark for success*

---

---

---

---

---

---

---

---

## Common Mistakes presenting



- no COMPELLING “business” case or need for change
- high on PROCESS – low on HUMAN CONNECTION
- no logical sequence to introducing the idea
- slides and materials POORLY prepared

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



FATAL FLAW #1  
PROCESS too complicated!

---

---

---

---

---

---

---

---

### My New Idea – Vision and Value Slide

This is my new idea. It is a great idea. It takes lots of words to describe it and I'm not really sure where to begin, but I am beginning. Hopefully when I get done you will see it is not quite as complex as it may seem at first. It will solve many problems, even the ones that are near and dear to your heart. I can't believe someone else hasn't thought of it before. I know you can't read this from the back of the room or if you are online Microsoft Live Meeting, it is distracting you from what I am saying, but I didn't want to you to miss the real substance behind this idea, so I am giving you a chance to visually see the entire documentation of this idea just the way it came out of my research and months of hard work. I've not left out a single detail. Some of the words will not mean anything to you, but they are very familiar to me and believe me, they are the buzz words we need to get this idea across. For reference, I am pasting in the entire email that I distributed widely to everyone and it also has more information to introduce the idea in case you have not yet had a chance to see it or review in detail. What I want to do is spend the next hour or so highlighting each and every detail as it randomly comes into my head. I have gathered input from many people and each of their ideas are also included for your reference. In case, you don't get the impact of this great idea, I am going to show you several versions of the same information hoping some of it will be of value in helping see this is an opportunity of a lifetime. This is my new idea. It is a great idea. It takes lots of words to describe it and I'm not really sure where to begin, but I am beginning.

**FATAL FLAW #2**  
**TOO MANY DETAILS poorly presented**

---

---

---

---

---

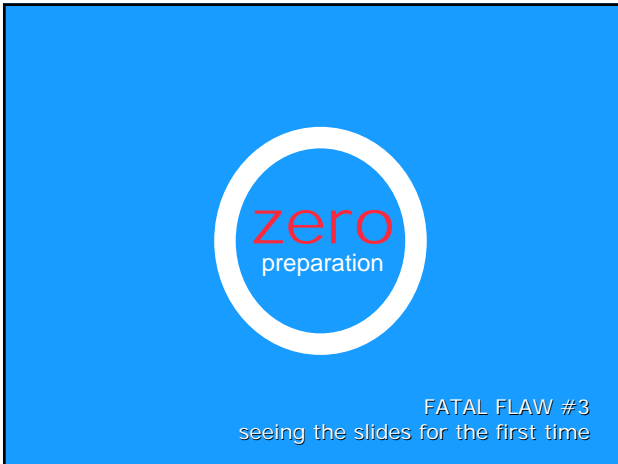
---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---

**Full Question**

**MOMENT of TRUTH: Have you ever made ONE of these COMMON MISTAKES?**

**Full Choices:**

- Explanation of NEW IDEA way TOO complicated
- TOO MANY DETAILS, poorly presented
- ZERO PREPARATION, presented a NEW IDEA others prepared so I didn't know much about it
- None of these, but I've made OTHER MISTAKES

**Results:**

0%	0
0%	0
0%	0
0%	0

No Vote

---

---

---

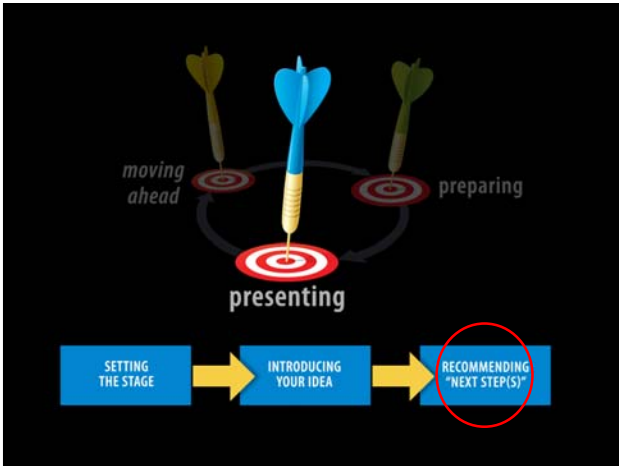
---

---

---

---

---




---

---

---

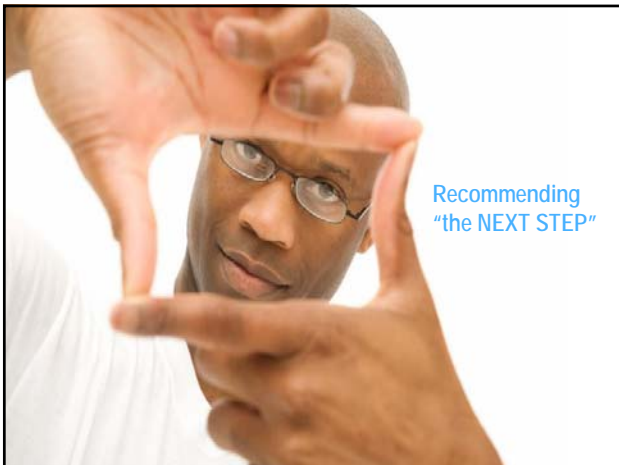
---

---

---

---

---




---

---

---

---

---

---

---

---



### Strategic OBJECTIVES

- A **PROPOSAL** delivered with the **confidence** of a recommendation
- Make it **EASY** to SAY, **YES!** by **COLLABORATING** with **USER**
- **LOW-RISK first-step** you **KNOW** you can deliver **second-to-none**
- **QUALITIES**  
Marked, measureable, visible success

---

---

---

---

---

---

---

---

**AGREE**  
to evaluate together



why?

---

---

---

---

---

---

---

---

**AGREE**  
to evaluate together



You've got confirmed **NEXT MEETING**.  
Success **FUELS** next steps.

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---


---

---

---

---

---



**strategic OBJECTIVES**

- **LEAD** a succession of well-executed steps
- **DELIVER** superior RESULTS, fueling next steps
- **ADAPT** 3 Success Point strategies for ongoing need for BUY-IN at each phase
- and MOST IMPORTANTLY...

---

---

---

---


---

---

---

---

*Operate in TWO PARALLEL PATHS*



One is **VISIBLE** and **MEASURABLE**

One is **BEHIND** the **SCENES**, opening the way for new levels of success

---

---

---

---

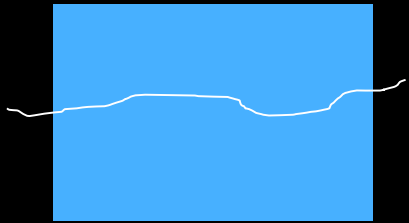
---

---

---

---

A Parallel Path Achievement



**HP COMMON THREAD**  
An Innovation

---

---

---


---

---

---

---

---

		<p><b>RESULTS ACHIEVED</b> via Parallel Paths</p> <p>Engage everyone!</p>
<p><b>Connections Established</b></p>	<p>100+ senior leaders connections established</p> <p>170,000+ employee connections established</p>	
<p><b>CT Library:</b> A timeless collection to support high performance</p>	<p>100+ personal contributions by senior leaders</p> <p>125+ best practices in our CT Library <i>Themes: global business knowledge, talent management skills, engaging employees, career development, pride in HP</i></p> <p>10+ outside perspectives to broaden knowledge, know-how and confidence</p>	
<p><b>Global Employee Engagement</b></p>	<p>2 "global town halls"</p> <p>1 "global focus group" to update HP's Business Reason for Diversity for the 21st Century</p>	

---

---

---

---

---

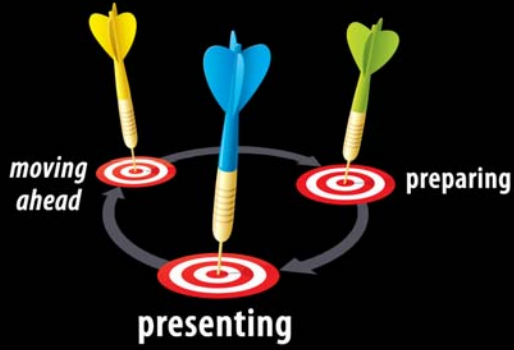
---

---

---



# Critical Success Points



---

---

---

---

---

---

---

---

K  
A  
S  
H

A few closing thoughts



---

---

---

---

---

---

---

---

Knowledge  
Attitude  
Skill  
Habit



---

---

---

---

---

---

---

---



how do you **MASTER**  
the ART of putting the  
10 TACTICS to work?

---

---

---

---

---

---

---

---



how do you **MASTER** the ART of  
putting the 10 TACTICS to work?

**PRACTICE**

---

---

---

---

---

---

---

---



"The things we need to learn,  
we learn by **DOING**."

— Aristotle

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



Becoming MASTER of the Tactics of INNOVATION

3 Ways to PRACTICE

1. **APPLY** and **INTEGRATE** the 10 Tactics  
+ the Critical Success Points STRATEGIES
2. **EVALUATE** results each time, by asking...
  - What went well?
  - What didn't? Where did I miss?
  - What will I do differently?
  - What's next?
3. **REPEAT often...** PRACTICE makes permanent.

---

---

---

---

---

---

---

---

Tactics of Innovation

## How to Get BUY-IN for NEW IDEAS

a professional development class at the Global Dialogue Center



---

---

---

---

---

---

---

---

How to Get BUY-IN for NEW IDEAS

## GOALS



### YOU will...

- LEARN why smart people say *No!* to your ideas
- UNDERSTAND the **VALUE** of their resistance
- IDENTIFY **10 tactics** to overcome resistance
- LEARN *when* and *what* and *how* to use the tactics to gain acceptance.
- SHARE in a group eXchange *Coming up!*

---

---

---

---

---

---

---

---



### Follow-On Resources and Reflections

- RESOURCES – books and videos to support you  
[hand-out](#)
- Your REFLECTIONS on this class  
[brief survey](#)

---

---

---


---

---

---

---

---



Questions  
IDEAS  
Issues

## group eXchange

Comments  
Best Practices

---

---

---

---

---

---

---

---

from Ann: Joel or Debbe, what should you do when you encounter someone who is confrontational and you realize, at a certain point, that they are never going to be swayed?

Do you have ideas for adapting the webinar's ideas as conditions or circumstances vary?

especially when you are not one of the decision makers

what do you suggest for applying tactics in a bureaucratic org where innovation is rarely sought and usually resisted?

will the success points

how do you drive innovation or cultural change

what if people put obstacles in your way???


**Ideas are free by Alan Robinson**

How do you motivate TEAMS to be innovative?

**Reflections survey...**  
<http://survey.constantcontact.com/survey/a07e2wzovjrg9ui8pyg/start>

If I get buy-in from upper mgmt how do I bring it down to all employees for their buy-in?

Can you give us another example of operating 2 parallel paths; giving an example of 1) visible and measurable... as well as 2) behind the scenes




---

---

---

---

---

---

---

---

---

---

---

---

Tactics of Innovation

**How to Get BUY-IN for NEW IDEAS**

a professional development class at the Global Dialogue Center

*Thank you for joining us!*




---

---

---

---

---

---

---

---

---

---

---

---