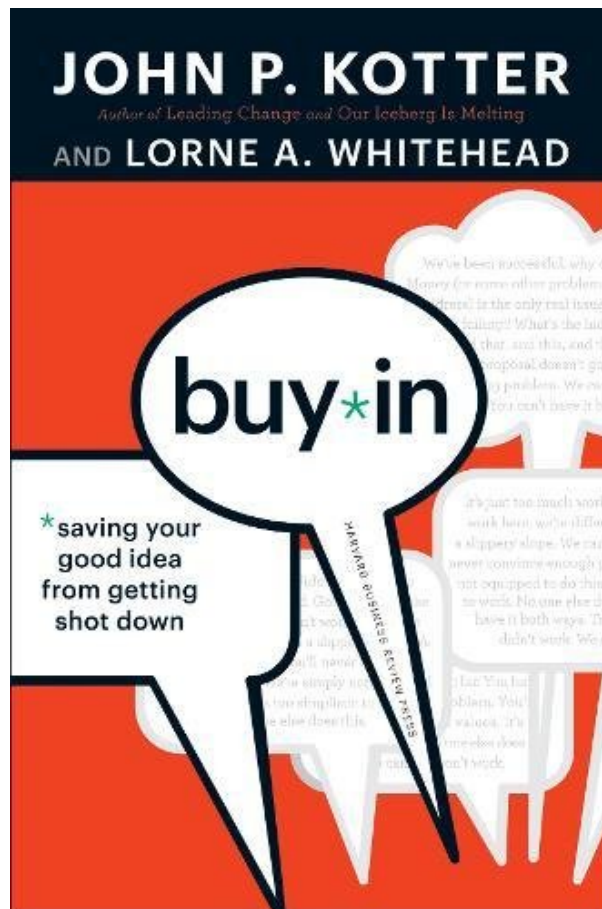
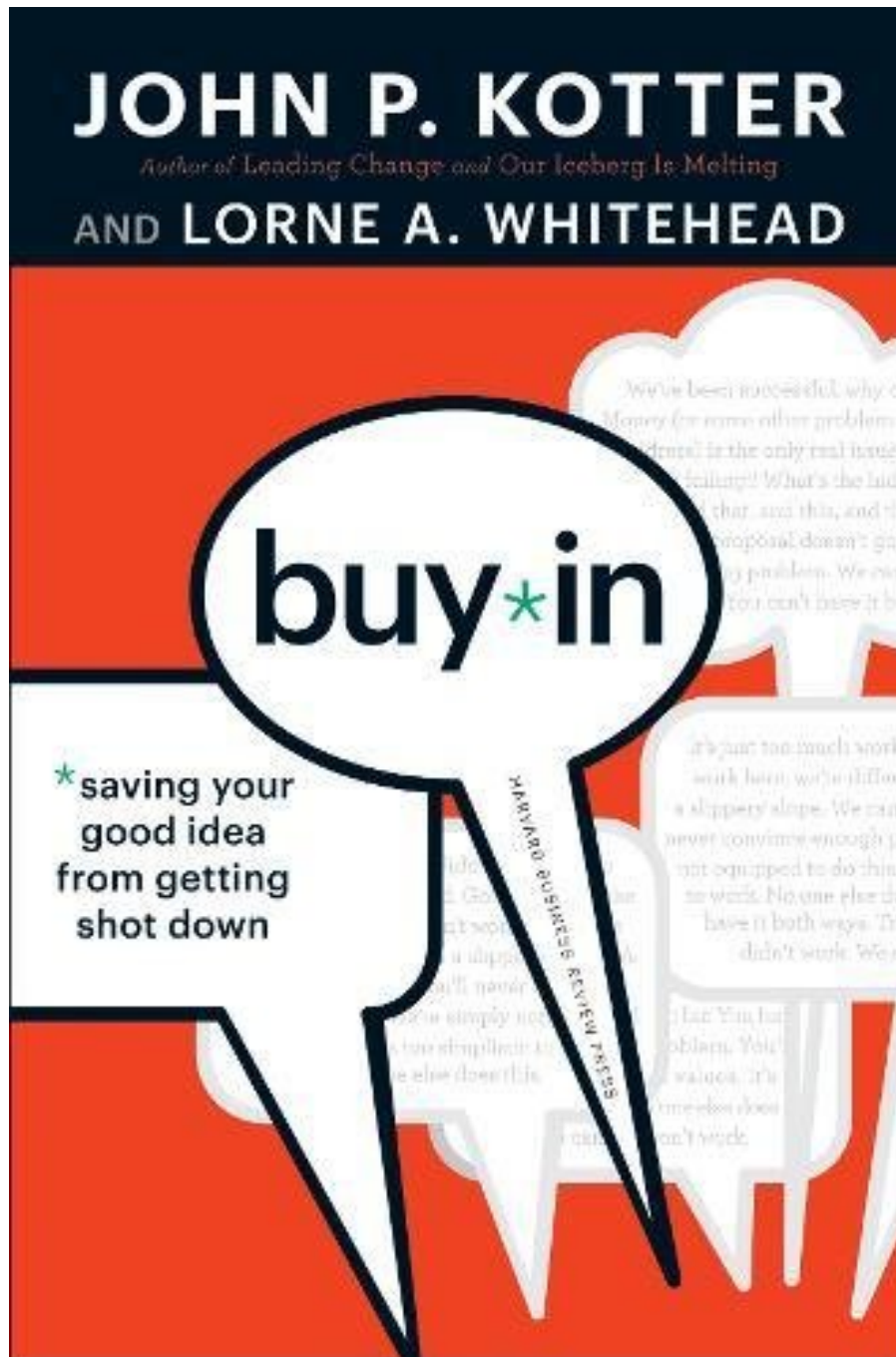


# BUY-IN: SAVING YOUR GOOD IDEA FROM GETTING SHOT DOWN BY JOHN P. KOTTER, LORNE A. WHITEHEAD



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You've got a good idea. You know it could make a crucial difference for you, your organization, your community. You present it to the group, but get confounding questions, inane comments, and verbal bullets in return. Before you know what's happened, your idea is dead, shot down. You're furious. Everyone has lost: Those who would have benefited from your proposal. You. Your company. Perhaps even the country.

It doesn't have to be this way, maintain John Kotter and Lorne Whitehead. In Buy-In, they reveal how to win the support your idea needs to deliver valuable results. The key? Understand the generic attack strategies that naysayers and obfuscators deploy time and time again. Then engage these adversaries with tactics tailored to each strategy. By "inviting in the lions" to critique your idea--and being prepared for them--you'll capture busy people's attention, help them grasp your proposal's value, and secure their commitment to implementing the solution.

The book presents a fresh and amusing fictional narrative showing attack strategies in action. It then provides several specific counterstrategies for each basic category the authors have defined--including:

- Death-by-delay: Your enemies push discussion of your idea so far into the future it's forgotten.
- Confusion: They present so much data that confidence in your proposal dies.
- Fearmongering: Critics catalyze irrational anxieties about your idea.
- Character assassination: They slam your reputation and credibility.

Smart, practical, and filled with useful advice, Buy-In equips you to anticipate and combat attacks--so your good idea makes it through to make a positive change.

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- Dimensions: 8.50" h x 5.75" w x 1.00" l, .75 pounds
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- 208 pages

## Features

- Buy In Saving Your Good Idea from Getting Shot Down

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How to overcome the adversity of those who claim "Can't Do It Here!" Especially, when they won't listen but really need to!

By Joe Wocoski

I highly recommend the audio version of this book, for anyone who either on a daily or occasional need to give presentations to teams or different groups to get their buy in on a proposed plan or opportunity. It is well worth listening to more than once, and you should make it a periodic treat for your ears and mind, to remind yourself of the pit falls of negativism by certain factions in your organization, who do not want change but only want to protect their own turf without regard to growing your organization. A good book on how to conquering negativism and foot draggers in meetings; and how to gain allies to get that needed buy in so your organization can move forward.

0 of 0 people found the following review helpful.

A Sure-Fire Process to Gain Support for Any New Idea - Business or Personal

By Thomas M. Loarie

Author John Kotter, Professor of Leadership, Emeritus, at Harvard has been studying transformational change for decades and his research has shown that "people, even experienced executives, are not very good at transformational change, or change of any significance." While much attention has been given to creating ideas warranting change, little has been given to gaining the buy-in required for change implementation. "Whether it's a big bill before Congress, an innovative corporate strategy, or tonight's plan for dinner, sensible ideas can be ignored, shot down or wounded so badly that they produce little gain."

Kotter has now collaborated with Lorne Whitehead, Leader of Education Innovation, University of British Columbia, in "Buy\*In: \*saving your good idea from being shot down" to provide a book focused on how to keep those really good ideas from being shot down.

The book begins with a story highlighting how good ideas get shot down and how "attacks" can be used to gain buy-in. The book continues with the four common attack strategies - fear mongering, delay, confusion, and ridicule - with an explanation of each, and then, the twenty-four generic attack tactics people most often use with advice on how to response to each.

Example:

Attack - "We've never done this in the past, and things have always been okay."



Response - "True. But surely we have all seen that those who fail to adapt eventually become extinct."

"Buy\*In" also includes plenty of advice on how to use the material presented, "A quick reference guide for saving good ideas" and "The biggest challenges to buy-in."

There are generic behaviors we all see in our daily lives that are difficult to deal with because they appear to be sincere, reasonable, or logical; but, it is these behaviors that contribute to our failure to secure buy-in for worthy ideas. "Buy\*In" provides us with a counterintuitive method of turning attacks into an advantage to get buy-in. This is a "must have" book for all who are in roles requiring transformative change.

0 of 0 people found the following review helpful.

A Little Bland for An Audio Book About Ideas

By J. Jenkins

I think Business Books are best left for the written page--especially after hearing Kotter's BUY-IN. All of us have had ideas and all of us have had to deal with objection handling when we present them. This audio CD offers strategies for getting people to see your point of view. First, the reader is simply too monotone and flat in his presentation. If you're presenting dialogue that takes place at a Board meeting, you may want to create voices for the characters or use SOME inflection so that the listener can distinguish the voices. My main reason for giving this book a low rating is that it's largely unlistenable and the great idea I got from this CD set was to yank it out of my car by the end of the second CD! I also think the material in this book doesn't cover new ground. The core of what the authors are trying to present is that you must learn to overcome objections in life. We all need to do it and there are many other books--especially those on sales--that cover the territory in a more creative and meaningful way. In short, you need to learn how other people perceive the world and adjust your presentation to get them to see your perspective. Big lesson, but we're so attached to outcome that we need silly little CDs and books like this to remind us we are not the center of the universe. Well...there you go...save you four hours of listening!

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