



PINEAPPLE

Module 1: Generating Stakeholder Buy-In

with Elizabeth Goins, Ph.D.

Our Agenda

Module 1:

Generating Stakeholder Buy-In

Module 2:

Pitching Your Ideas

Module 3:

Creating Slides & Using Delivery Skills

Module 4:

Practicing Your Presentation



Ways to Engage

Ask questions any time

Contribute to group discussions

Take notes in your workbook

Enjoy yourself



3 Steps to Generating Stakeholder Buy-In



Analyze
Your
Audience



Analyze
Your
Purpose



Analyze
Your
Situation

Who is my audience?



Primary



Secondary

Who is my audience?



Decision
Makers

Influencers

Resource
Holders

Critics

Experts

Who is my audience?



What do they already know about my topic?

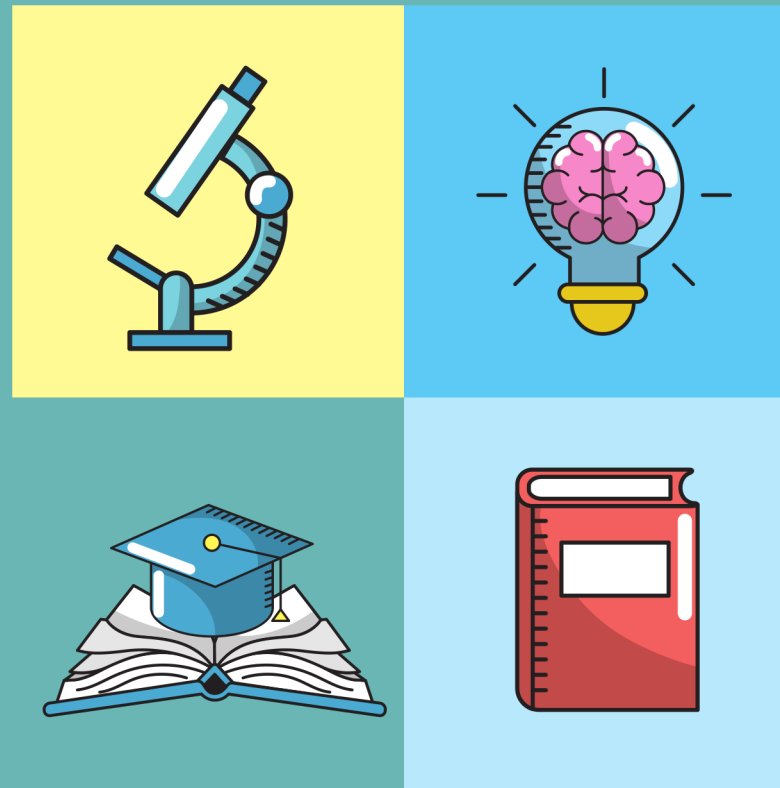


How is this topic related to their daily realities?

Who is my audience?



What do they
expect?



What do they
need?



What do they
want?

Analyze Your Audience

1. Complete the worksheet on your own.
2. Discuss your responses with your group.
3. Compile your group's questions to share.

What is my purpose?



Informing



Persuading



Promoting
Goodwill

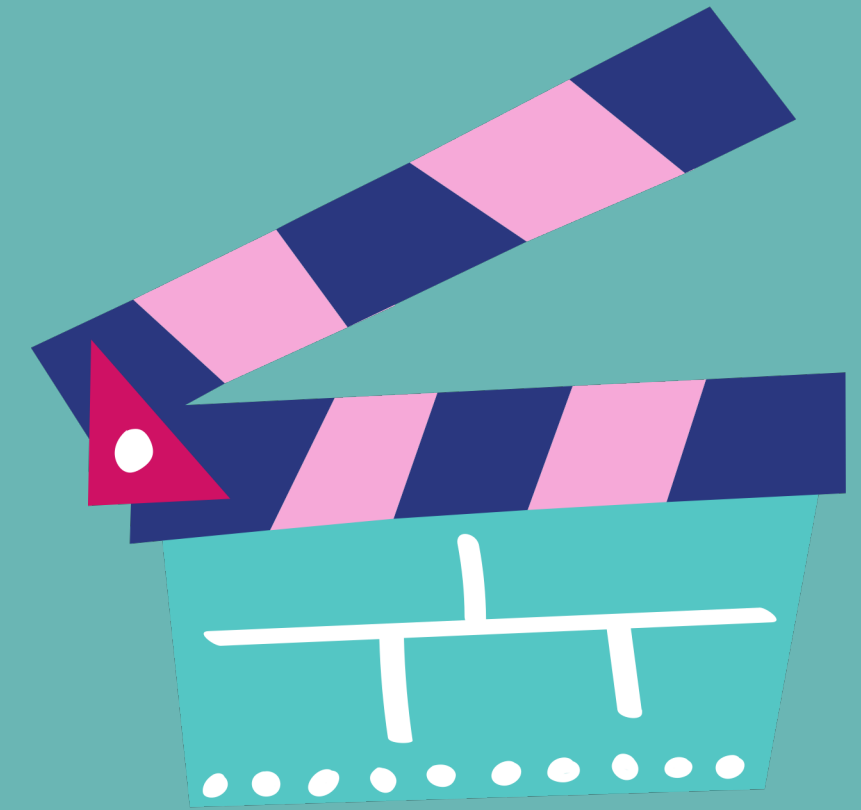
What is my purpose?



Believe



Feel



Act

What is my purpose?

I will convince our leadership team that investing in training now will help us retain top talent in the future.

I will inspire my teammates to contribute more of their creative ideas for improving operational processes.

Analyze Your Purpose

1. Complete the worksheet on your own.
2. Discuss your responses with your group.
3. Compile your group's questions to share.

What is my situation?



Format



Timing



Disruptions

What is my situation?



Higher Cues
Synchronous
Live or Recorded



Medium Cues
Synchronous
Live or Recorded



Mixed Cues
Synchronous
Live or Recorded



Lower Cues
Asynchronous
Recorded

Analyze Your Situation

1. Complete the worksheet on your own.
2. Discuss your responses with your group.
3. Compile your group's questions to share.

Questions for Module 2

1. Complete the worksheet on your own.
2. Discuss your responses with your group.
3. Compile your group's questions to share.



PINEAPPLE

THANK YOU!

elizabeth@pineapplestrategies.com