

FIVE STEPS TO Demystifying Programming Buy-In FOR ONGOING SUCCESS



For clients looking to get internal buy-in for content and programming, there are **five important phases for weaving programming into a larger culture change initiative:**

1

Determine a crisp business case



Ask the questions: “What is our business gap or need?” and “What future state are we working toward?”



Acknowledge that a shift in desired culture requires a shift in leadership behaviour.

2

Socialize the concept early



Include early pilots or program tests and feedback with both senior leadership and managers.



Understand the priorities of key stakeholders and the golden thread that speaks to everyone’s needs.

3

Be transparent about your “big picture” vision



Bring people along the journey toward the future state and continue the socialization process so there’s greater support as the programs launch.



Conduct preview, review and even post-program surveys so people become invested and have a chance to voice opinions while also determining what comes next.

4

Encourage participation in a big way



Try different internal marketing tactics to increase participant curiosity, such as dedicated eblasts, encouraging conversation about the program using social conversation tools and in sales lead calls and leadership meetings.



Communicate to your target audience how the learning experience will benefit them!

5

Think early about metrics, data measurement and evaluation



Building this into the program rollout may seem daunting, but it is crucial for understanding if behaviour change took place.



Learnings will help inform what is next for the future state of the organization, as well as justifying the value of programming as a resource to senior leaders.