



**Tactics of Innovation:
How to Get Buy-In for NEW IDEAS**
with Executive Instructors:
Joel Barker
Debbe Kennedy

A 90-minute ONLINE professional development WEBINAR with a 30-minute Group Exchange following.

Together, Joel Barker and Debbe Kennedy take the **Tactics of Innovation** concepts to the next level. Joel provides in-depth study of WHAT TO DO. Debbe Kennedy defines the step-by-step process and key strategies to help you learn HOW TO APPLY the tactics day-to-day to more effectively get buy-in for your new THINKING and new IDEAS.

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 and/or seem 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: Once the user has tried the new idea, can they get out of it if they want?					
<input type="checkbox"/> 7 – Relative Costliness: Compared to the costs 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?					

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