

**Innovator
Insights**

**Disruptive
Innovators
Network**

Handling Resistance and Getting Buy-in

Your Questions Answered

**Innovators
Assemble**



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Leadership buy-in

Leadership buy-in

Q1. How do you handle situations where resistance to change is coming from senior leadership or key stakeholders?

Digital transformation with leadership buy-in is three and a half times more likely to succeed than without. So how do you handle resistance from senior leaders? I believe in six key things:

One: Understand their reasons for the resistance. Often the presenting concern is underpinned by a fear, a misunderstanding, a perceived loss of control. Understand the source of the resistance and you can work with it. You can only challenge what you understand, not what you assume to be the case.

Two: Speak their language, be empathetic and show you can solve their problem. You may need to play up to egos and show how you can make someone look better or perform better.





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