

# FOSTERING AUTHENTIC EMPLOYEE BUY-IN

Gaining employee buy-in before making strategic changes is a big deal. The challenge? It's easier to botch the involvement of employees in strategy than it is to authentically engage them.

We created the [Brainzooming Employee Buy-in Manifesto](#) to share 5 key principles to foster an environment where employees want to meaningfully engage in strategic thinking and implementation.

## The 30-Minute Exercise

Walk through the 5 principles with your leadership. Address the assessment questions to gauge how well you are engaging employees strategically. Afterward, check your perspectives by asking employees for their reactions to the same topics.

### 1. Ask employees to participate

- How are we asking about employees' aspirations for the organization?
- What do we do to adapt outreach so that it's easy for employees to successfully share their thinking and ideas?
- What roadblocks exist within our culture that limit participation?

### 2. Listen to employee ideas

- What processes regularly put employee ideas in front of leadership?
- How do we hear and address any challenging perspectives that employees communicate?

### 3. Incorporate employee ideas in the collective direction

- In what ways can employees see their ideas show up in the company's actions and messages?
- Where do we see more employee engagement and idea sharing as we seek more employee input?
- Are there areas where engagement isn't happening effectively?

### 4. Let employees know what's going on

- How do we update employees as we incorporate their ideas into the company's strategies?
- How directly are we involving employees as we develop their ideas?
- In what ways are we involving employees in advancing ideas?

### 5. Talk in real words

- How actively do leaders participate in shaping employee messages about strategy and direction?
- What do we do to streamline and simplify our strategic communication so that it's clear to employees?



In unpredictable times, strategy is more important than ever. Our series of 30-Minute Strategy exercises enable productively tackling important strategic issues—alone or with your team—in less time than it takes to find the Netflix show that pairs best with Zoom fatigue.

Want to quickly learn more about how to stay agile and grow your business in smart ways? Brainzooming will make it happen! Just reach out: [info@brainzooming.com](mailto:info@brainzooming.com)



Ready to update  
your business  
strategy for  
today's  
realities?

Now's the time to learn the basics  
of simple, actionable strategy that  
leads to success.

**Start right now!**

[brainzooming.com/simplestrategy](http://brainzooming.com/simplestrategy)

---



Access your team's best ideas  
online without a single,  
"Sorry, go ahead!"

[info.brainzooming.com/blast](http://info.brainzooming.com/blast)

Blast! is an innovative online experience where you and your team answer questions that propel you to impactful breakthroughs. Proven questions, candid responses, and your team's imagination create amazing results. There's no software to download. And it all gets done in 30 minutes. Yes, really. It's a whole new way to collaborate.