

## How to get buy-in

Gaining buy in for new ideas from your employees can be difficult at times. Most people will give things a try if they can see a little bit of benefit, but others stay hard on their beliefs that nothing should ever change. You've seen them, all businesses have them, that one or two employees that have been doing things the same way for many years. It does not matter if you can show them the pot of gold at the end of the rainbow, and it does not matter how attractive you make the implementation of a new idea. These folks will hold on to their past and refuse to accept anything new as acceptable. The common term for these employees is CAVE people (Citizens Against Virtually Everything). It boils down to fear of change.

So how do we reach them?

- Consistency
- Crystal clear goals
- Peer support and encouragement
- Small wins
- Help them find their WIIFM (what's in it for me) factor

Lean Potential is a business consulting and coaching company helping organizations reach their potential. You can visit my blog to learn more at [www.leanman.org](http://www.leanman.org) or [Click here for weekly tips](#).