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Generating buy-in : mastering the language of leadership

Walton, Mark S.

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Abstrak

Buy-in can be defined as the understanding, commitment, and action of people working to achieve strategic objectives. In 21st-century business, buy-in has become a crucial asset, and the ability to generate it has emerged as the leadership competency. The achievement of buy-in depends heavily on the communication skills of the seller, the executive, or whoever is asking us to believe, to act, to buy. Generating Buy-In presents a language of leadership common to the most masterful influencers in business, politics, law, and other arenas. The author describes how to use this language to build strategic stories that project a positive future, even when the immediate news may be less than ideal. Generating Buy-In offers examples of individuals and organizations that have used this method, including Jack Welch, Ted Turner, several U.S. Presidents, Coca-Cola, and the U.S. Army. These and other examples, plus exclusive interviews, illustrate how powerful leadership communication can bring unprecedented buy-in throughout any organization. The book features valuable tools, including sample business scenarios, a full chapter of Q & A, and a design process for creating custom buy-in exercises and transferring the lessons of the book to actual workplace settings.