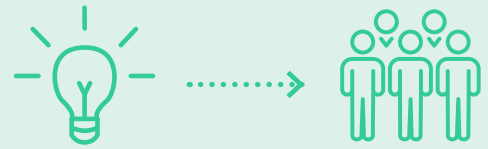


GAINING EXECUTIVE BUY-IN

CHECKLIST

Your company's executive team can make or break your data projects. So getting executive buy-in is critical to your project's success—without it, you may not get the resources required to finish or face resistance from key stakeholders in implementing their results.

But it only takes a few steps to ensure your executive team is on your side and ready to support your data projects—each and every time. Use this checklist to help you gain executive buy-in for your data projects.



KNOW YOUR AUDIENCE

Recognizing executives' needs, values and areas of concern will allow you to frame your project in terms that will resonate and make them more likely to give their support.

- ✓ Understand responsibilities and objectives
- ✓ Articulate why this project would matter to the business
- ✓ Identify potential concerns



PLAN THE EXPECTED OUTCOMES AND NEXT STEPS

Planning expected outcomes allows executives to envision what the end result of the project will look like, and gives them concrete evidence of its value, including how it connects to company strategies.

- ✓ Prepare an initial assessment of potential concerns
- ✓ Pinpoint the likely roadblocks down the line
- ✓ Plan to collect data for metrics and measure outcomes

Want to learn more about gaining executive buy-in for your data projects?

Check out this [webinar](#) or [article](#).



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LEVERAGE ADDITIONAL SUPPORT

Having additional support provides your project with more credibility and legitimacy since executives will know that others in the organization have faith in the project and its success.

- ✓ Find others who've attained the success you want to achieve
- ✓ Identify key influencers inside and outside the organization
- ✓ Gain support of influencers with logic, examples and analysis