

## Activity: Getting Buy In

Think through the questions in each of the sections below. Then write down your ideas and responses in the table. A big part of successfully getting buy in is knowing your audience.

### ***Who are your Stakeholders?***

Who is involved in developing or supporting the telework program? Who will be affected by the program? What is the impact on those that don't telework? Who needs to be committed to the program for it to succeed? Who could/would create barriers that would hinder implementation? Who can be a champion? Who can coach you? Stakeholders can be individuals, workgroups, departments, or others.

### ***What's In It For Me (WIIFM)?***

What motivates each stakeholder? What is important to them? What benefits or rewards could the telework program provide to the stakeholder?

### ***What Metrics will be persuasive to the Stakeholders?***

How can you quantify WWIFM? What numbers will make your stakeholders "look up and take notice"?

| Stakeholder | WWIFM | Metric |
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