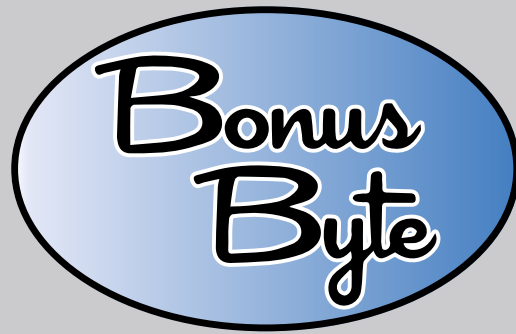


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Help Your People See “What’s in it for me”

HELP YOUR PEOPLE SEE “WHAT’S IN IT FOR ME”

by Guy Harris

If you lead others, you are in the change business.

When you are in the change business, you will eventually have to deal with resistance to your ideas, the direction you want to go, the new behaviors you are expecting, and more. *Dealing with resistance is a normal part of leadership.*

When you attempt to create change that involves other people, they will inevitably ask the question (even if it’s unconsciously): “What’s in it for me?”

Until they get a satisfactory answer to that question, the odds that they will cooperate with your change efforts are pretty low.

In order to transform resistance into acceptance and to move people to action, answer this question as soon as possible. When you give the answer, deliver it in a way that people see the personal, positive benefits of the change *from their perspective.*

If you have been reading leadership development resources for any time at all, this concept is probably not new to you. While the idea is not necessarily new, many new leaders fail in their efforts to answer the question effectively for a very simple reason – they fall prey to what behavioral analysts call “perception error.”

Perception error is the tendency to misread other people’s perspectives and motivations by assuming that other people do things or are motivated by the same things that motivate the leader.

For example, I am *very* factual and data driven. If I am not careful, I tend to give people far more factual information than they really care about. When I do, I give them what’s important to me rather than what’s important to *them* – I fall victim to my own perception error.

The “simple” solution is to match your word choice, tone, pace, level of detail and energy level to the person receiving the message. When you do this well, you improve the odds that they hear “what’s in it for them” in your message rather than “what’s in it for you.” (I said simple, but it’s rarely easy.)

Here are some practical tips to help you do this more effectively using the DISC model as a guide.

General Tips

- Match your vocal pace to theirs. If they tend to speak quickly, then speak quickly. If they speak more slowly, then slow down.
- Use words they would use.
 - If they talk about how they *feel* about the change. Then talk about feelings and emotions. Make sure you smile and use more stories than facts to relay your vision of the post-change situation.
 - If they talk about what they *think* about the change, then talk about thoughts and facts more than about feelings. Stay focused on projected results, data and value created by the change.

Style Specific Tips

If you are interacting with...

Fast-paced, task-oriented, Dominant people remember that they tend to focus on solutions, results, action and bottom-line information.

To frame your communication in a way that best gives them “what’s in it for me,” you can speak to how your idea, proposal or change will:

- Get better, faster results
- Help them make more money
- Solve a problem
- Put them in a position of leadership and respect
- Give them more control
- Other variations/combinations of these ideas

Fast-paced, people-oriented, Inspiring people remember that they tend to focus on interaction, activity and excitement.

To frame your communication in a way that best gives them “what’s in it for me,” you can speak to how your idea, proposal or change will:

- Make work more fun and engaging
- Allow them to interact with more people
- Reduce drudgery and detail work
- Create recognition and admiration for them
- Make things happen faster
- Other variations/combinations of these ideas

Slower-paced, people-oriented, Supportive people remember that they tend to focus on stability, helping and appreciation.

To frame your communication in a way that best gives them “what’s in it for me,” you can speak to how your idea, proposal or change will:

- Make work easier for them and their co-workers
- Be similar to the previous way of doing things (or what they are used to doing)
- Protect people from uncertainty and risk
- Allow them to help more people
- Make work safer
- Other variations/combinations of these ideas

Slower-paced, task-oriented, Cautious person remember that they tend to focus on value, excellence and doing things correctly.

To frame your communication in a way that best gives them “what’s in it for me,” you can speak to how your idea, proposal or change will:

- Improve the efficiency of the process
- Create higher quality results
- Increase value
- Be more logical and orderly
- Reduce errors and mistakes
- Other variations/combinations of these ideas

As you work to apply these ideas remember that, while the general concepts *always* apply, different situations, relationships and work environments call for different specific approaches.

Different people have different blends of these traits in their behavior style. Different types of relationships call for different levels of care with word choice and tone. Different work environments create different legal, work rules and organizational culture dynamics.

Use these suggestions as a starting point to help you find the best way to craft your message based on the person or audience you need to address.

In any case, do the best you can to make your communication clearly state how the change will affect your team members personally rather than how it will impact the organization.

ABOUT BUD TO BOSS

Bud to Boss provides new leaders and organizations looking to develop new leaders with insight, resources and powerful learning opportunities designed to specifically address the challenges of successfully transitioning from peer to leader.

To speak with someone about how we can help you or your organization, send a note to **info@BudtoBoss.com** or call the number on this page.

You can learn more about us at:

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Our products and services include:

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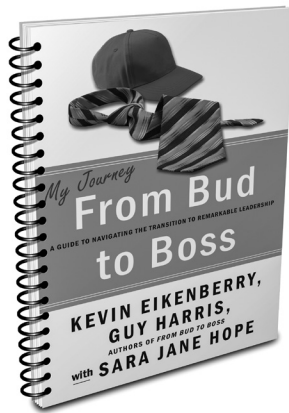
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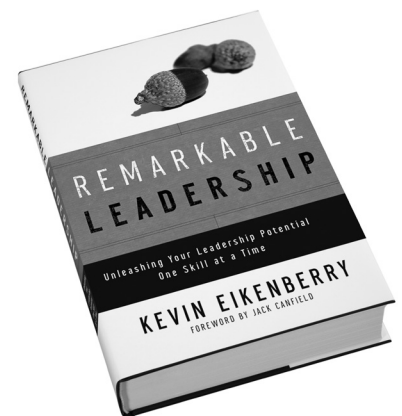


My Journey From Bud to Boss

A companion volume to the From Bud to Boss book, the Journey is a workbook designed to help you apply the knowledge gained to actual work experiences. It includes activities, questions, and exercises designed to take you beyond the concepts introduced to you during the Workshop or the book. And while this book is completely designed to be written in, all of the templates and tools are available in both PDF and Word document form so that you can use them over and over.

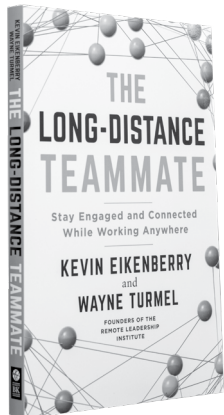
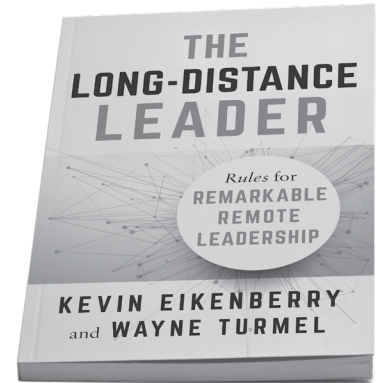
Remarkable Leadership

is a practical handbook written for anyone who wants to hone the skills needed to become a remarkable leader. This book outlines a framework and a mechanism for both learning new things and applying current knowledge in a thoughtful and practical way. It explores real-world concerns such as focus, limited time, incremental improvement, and how we learn.



The Long-Distance Leader

is a practical, candid look at what it takes to lead people, projects and teams in today's dispersed workplace. The book showcases 19 rules for being a remarkable remote leader, and offers practical models, tools, and best practices to tackle the real-world challenges from how we work and communicate virtually.



The Long-Distance Teammate

Written by the founders of the Remote Leadership Institute, this book is the most authoritative single resource for helping remote workers get work done effectively, build relationships that are both productive and satisfying, and maintain a career trajectory when they are not in constant close contact with their leader, coworkers, or the organization in general.

Check out our website for additional leadership resources including our free video training series, blogs, newsletters, podcast and more!

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