

# 12 ADVOCACY ACTIONS FOR SUCCESS

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## 4. BUILD BUY-IN (“BELIEVE-IN”)

What matters to each stakeholder (professionally &/or personally)?

Are you asking stakeholders for their input and advice along the way so they are champions of your plan, rather than skeptics?

Are you consulting with them early and often? Think of a current project/ situation you’d like to advocate. What specific dates make sense to meet and check in with these key people?

Are you enrolling people in the vision of your idea? (What IS the vision of your idea?)

Think of a successful endeavor you’ve advocated to make happen. How did you achieve buy-in then?