

THE LAW OF BUY-IN

*People Buy Into The Leader,
Then The Vision*

People Need To Buy Into The Leader Before They Can Follow

Many leaders ask, “Do you think my people will buy into my vision?”

Answer this question first... “Do your people buy into you?”

Are you authentic?

Have you found YOUR dream?

The Leader finds the dream and then the people. The people find the leader and THEN the dream.

People don't follow worthy causes; they follow worthy leaders who promote their worthy causes.

What is your cause?

Who do you believe is a trust-worthy, authentic leader in your cause?

Do they have your SAME vision?

People will buy into you.... when you buy into people.