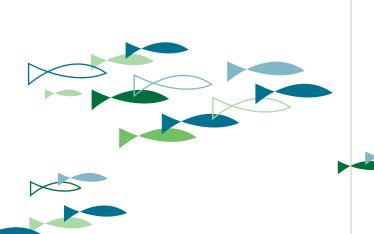


## Don't Be Afraid to Engage the Masses



**There is wisdom in crowds.** Use the power of a large group to answer questions, poke holes in the plan, challenge the assumptions and identify ways to overcome barriers.

**It becomes their baby.** When people feel heard, they are more likely to buy into the solution, even if they didn't agree with it in the first place.

**It builds momentum.** When you engage a large group at once, everyone leaves the room with a common understanding. And they will talk to their friends. You've effectively blitzed the organization.



WHY?