



Don't Be Afraid to Engage the Masses



WHY?

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.