

THE 21 IRREFUTABLE LAWS OF LEADERSHIP



The Maxwell Philosophy

“People buy into the leader first, then the vision.”

LAW #14 – The Law of BUY-IN

Learning the Law of Buy-In:

People buy into the leader, then the vision.

You cannot cast a vision and expect buy-in until they have bought you!

1. Do I give people a reason to follow me?

Living the Law of Buy-In:

2. A leader must:

- Develops relationships
- Is honest, authentic and develops trust
- Holds themselves to high standards
- Gives people the proper tools
- Helps followers achieve THEIR goals
- Develops their leadership

3. Does my vision resonate with people?

4. The order of buy-in is first who, then why !

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5. If the why is big enough , the how will come to us!
6. Am I giving people time to buy in?
7. Is my vision truly right for others?

Leading others to the Law of Buy-In:

- *Other people can suggest a new idea and people are all over it. When I suggest something new it falls on deaf ears.*
- *I have a difficult time introducing change to our organization.*