

# Creating Buy In and Addressing Resistance



Jess Lawrence  
[www.cairnguidance.com](http://www.cairnguidance.com)

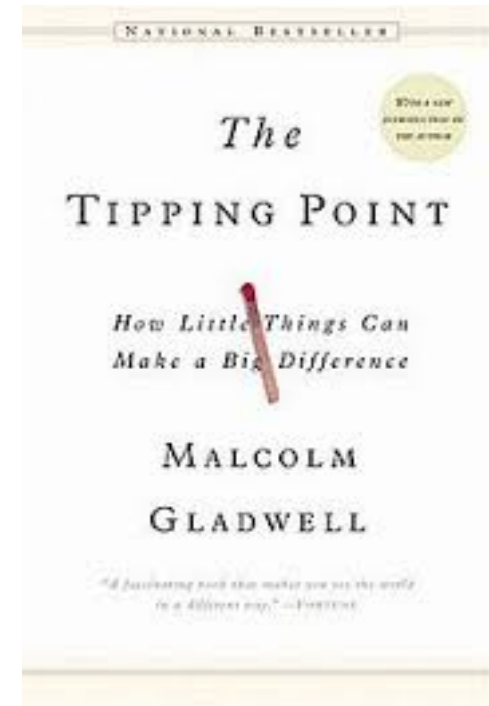
 @cairnguidance  
#OregonSEW

  
cairn  
The path to healthy schools.

# The Tipping Point

“If you want to bring a fundamental change in people's belief and behavior...you need to create a community around them, where those new beliefs can be practiced and expressed and nurtured.”

[Malcolm Gladwell](#), [The Tipping Point: How Little Things Can Make a Big Difference](#)



# Buy In

What are ways that you create buy-in/support for your School Employee Wellness (SEW) initiative?



And... ways NOT to create  
buy in...

What have you seen,  
experienced, witnessed?

# Carousel Activity

Why people resist change,  
participating, or something  
different?



# Self Assessment

- Content Knowledge
- Leadership
- Communications and Promotion
- Collaboration



# Scenarios

In groups, read the scenario you have been assigned and take about 20 minutes to discuss what you might do. Be prepared to role play or share out your responses.

# Questions?



Jess Lawrence  
[www.cairnguidance.com](http://www.cairnguidance.com)



@cairnguidance  
#OregonSEW

