

Generating Buy-in

Mark S. Walton

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GENERATING BUY-IN

MASTERING THE
LANGUAGE OF LEADERSHIP

FOREWORD BY WILLIAM URY,
COAUTHOR OF *Getting to Yes*

MARK S. WALTON
CNN's former Chief White House Correspondent

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By ergood book

Generating Buy-in

This book will stimulate your thinking and change the way you communicate. -- The Midwest Book Business Books by Jim Pawlak, syndicated columnist: "Those who run (command and control) companies would do well to heed the words in *Generating Buy-In*. Those who lead (inspire their employees) companies will find his advice a timely reminder of what they must continue doing." From the Author: The strongest leaders are those who create a positive vision of the future. The approach is as old as Moses' vow to bring believers "out of the affliction ... unto a land flowing with milk and honey," and as contemporary as the U.S. Navy's recruitment promise that "it's not just a job, it's an adventure." In short, great leaders know how to paint a "big picture" that generates action by tapping into people's emotions andnbsp;captivating their thoughts. They know how to develop a story line that fulfills their target audience's agenda and makes them say, "Yes, you understand me, I'm on board!" Finally, they know how to ask for a commitment and inspire their listeners to take steps toward the goal. *Generating Buy-In* will help you master the powerful language that breeds such commitment. This book will show you how to develop the communication skills that willnbsp;inspire your audience and guarantee their buy-in.