

Building Buy-In

Attitudes Toward a Vision

Commitment

Wants it. Will make it happen. Will create whatever “laws” or structures are needed to realize it.

Enrollment.

Wants it. Will do whatever can be done within the existing “spirit of the law”.

Genuine Compliance.

Sees the benefit of the vision. Does everything expected and more. Follows “letter of the law”. A “good soldier”.

Formal Compliance.

On the whole sees the benefit of the vision. Does only what is expected. “Pretty good soldier”

Grudging Compliance.

Does not see the benefits of the vision but also doesn’t want to lose position or job. Does enough of what’s expected to persist, but lets it be known that he’s not “on board”.

Noncompliance.

Does not see the benefits of the vision and will not do what is expected. “I don’t want to and you can’t make me.”

Apathy.

Neither for nor against the vision. No interest. No Energy. “Is it five o’clock yet?”

From: *The Fifth Discipline* (Peter Senge)