

ASSISTERS AND RESISTERS



Getting buy-in is one of the most critical parts of the creative process. You could have what you think is the most perfect solution in the world but if you can't get people on board, it won't work. Here's an easy tool to help you figure out who or what will be your best allies and to whom you might have to apply extra creative thinking to get them on board.

Brainstorm a list of assisters and then a list of resisters. "What might be all the people or circumstances that will assist or resist my project?"

Assister

Resister