

# Buy-In

It's All About People

Barry J. Weiner, MS, LCSW  
September 29, 2020



Opioid  
Response  
Network  
STR-TA

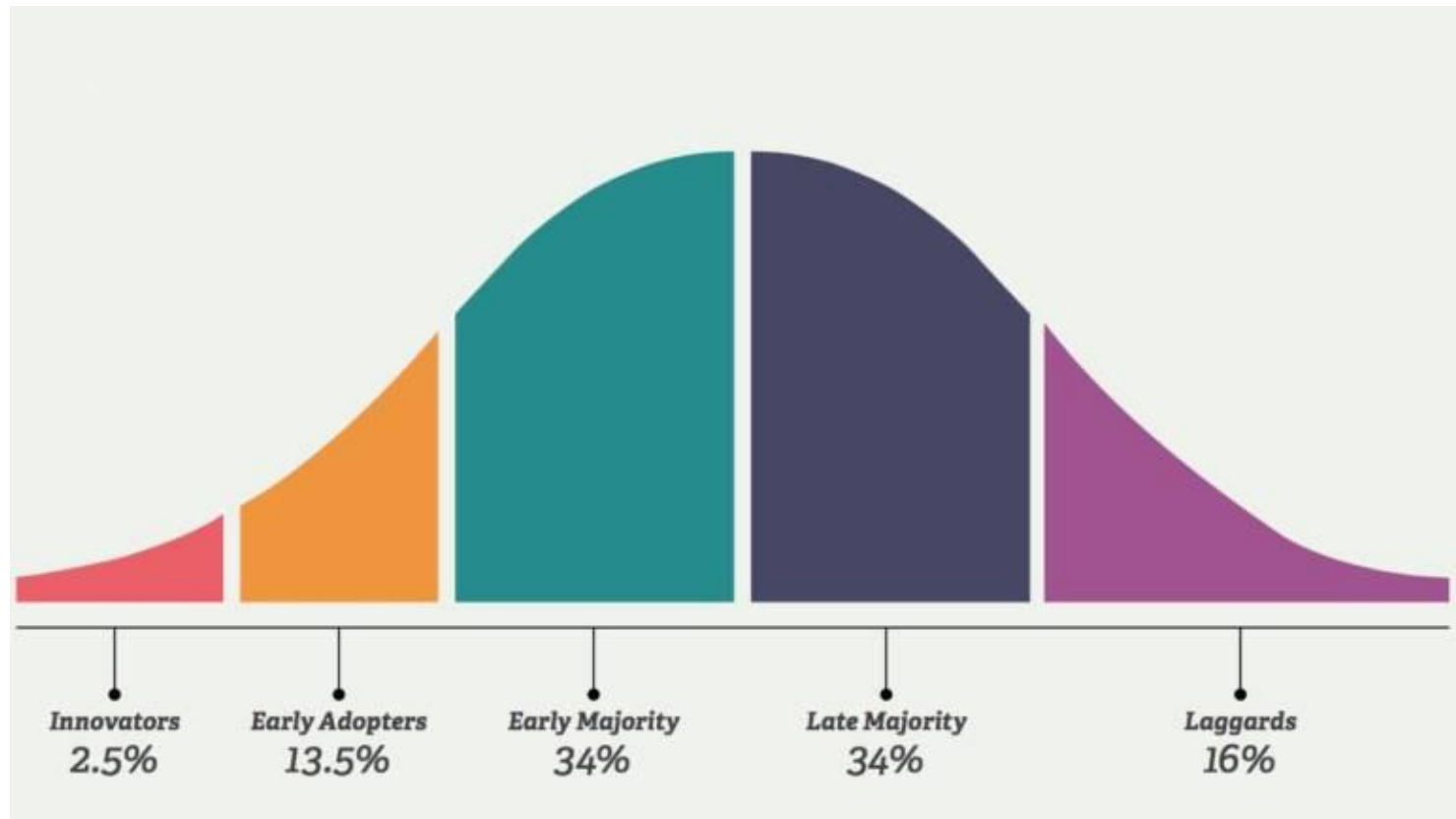
# Organizational Change?

✧ 70% of all new organizational change ultimately fails!

✧ WHY?

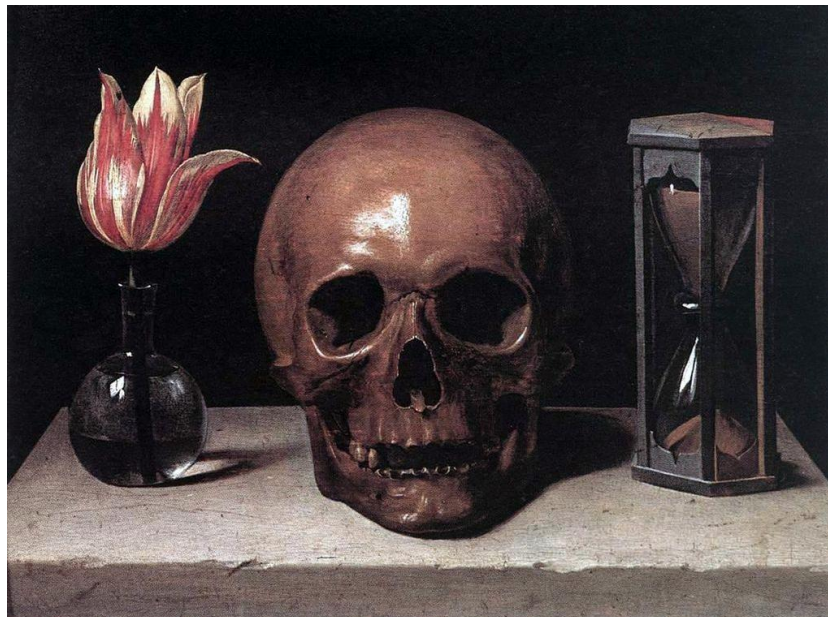


# Working in Corrections to address the opioid crisis.



# Get Ready to Be Attacked!

1. **CONFUSION**
2. **DEATH BY DELAY**
3. **FEAR MONGERING**
4. **RIDICULE AND CHARACTER ASSASSINATION**



# RULES OF ENGAGEMENT

- ✧ 1. ANTICIPATE AND PREPARE
- ✧ 2. DISTRACTORS AND NAYSAYERS
- ✧ 3. CRITICISM
- ✧ 4. FEEDBACK
- ✧ 5. RESPECT



# Generic and Maddening Attacks!

- ✧ **\*We've been successful. Why Change?**
- ✧ **\*This is not our real problem, the problem is...**
- ✧ **\*You exaggerate the problem**
- ✧ **\*You're implying that we've failed**
- ✧ **\*What's the hidden agenda here?**
- ✧ **\*Sounds like a bunch of bull\*\*\*\* to me!**
- ✧ **\*You're abandoning our core values**



- ✧ **\*We tried something similar before and it didn't work**
- ✧ **\*It's too difficult to make it work**
- ✧ **\*Good idea, but this is not the right time**
- ✧ **\*It's just too much work to do this**
- ✧ **\*It won't work here; we're different**
- ✧ **\*We can't afford this**
- ✧ **\*We're simply not equipped to do this**



# STAKEHOLDERS

- ✧ **A. POMPUS MEANI**
- ✧ **B. HEIDI AGENDA**
- ✧ **C. BENDI WINDI**
- ✧ **D. AVOIDUS RISKI**
- ✧ **E. ALLIS WELLI**
- ✧ **F. DIVERTUS ATTENTI**
- ✧ **G. SPACI CADETUS**
- ✧ **H. LOOKUS SMARTI**



Adopted from John P. Kotter,  
Harvard Business School



# We Never Fail. We Succeed or We Learn!



# See You at the Workshop – RIDOC Experiences



Funding for this initiative was made possible (in part) by grant no. 6H79TI080816 from SAMHSA. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.