

The Agile Buy-in Canvas

1. *Never label them - assume the best*
2. *Walk in their shoes*
3. *Only sell means to their ends*

"I understand how little time you have, that understanding customers is your main focus and you're concerned your job might become completely unmanageable. It's because I share the same concerns that I want us all to work in a way that makes the most effective use of your time and also lets us get rapid independent feedback from customers to make sure we've understood their needs correctly. I know you might feel unable to make a firm commitment until you know what this will mean, so how about we trial working in this Agile way for the next month and then review?"

Example message to an absent Product Owner

Cares

1

What is important to them?

Worries

2

What do they worry about?

Benefits

3

How will they benefit?

*(Use the
Objections
Cheat Sheet)*

Objections

4

What will they fear?

Proposition

5

What first step do you propose?
