Quick Win

4 Steps To Getting Automation Buy-In

Map the Landscape Before You Pitch

Automation fails when you pitch tools instead of people.

- Identify your three stakeholder groups: team, peers, executives
- List what each group gains and fears from automation
- Schedule 3–5 informal conversations before proposing anything
- Ask where time is wasted, not what tools they want
- Listen for unspoken concerns about job security or disruption

Build a Business Case That Makes Inaction Look Risky

Buy-in comes from proof, not passion.

- Measure time spent on manual tasks per cycle
- Identify where errors, rework, or delays occur
- Estimate the hidden cost of overtime and slow decisions
- Document one painful process as your baseline
- Focus on fast payback, not “future potential”

Tailor the Message to Each Audience

One message will fail three different ways.

- Tell your team how automation removes grind, not jobs
- Show peers how it reduces friction and rework
- Frame the exec pitch around ROI, risk reduction, and speed
- Address objections before they’re raised
- Create three versions of the same pitch using different language

Execute Small, Prove Fast, and Communicate Loudly

Momentum creates buy-in faster than presentations ever will.

- Start with one painful, contained process
- Pilot before scaling anything
- Track time saved and errors avoided immediately
- Ask for feedback and fix issues visibly
- Share results early with stakeholders
- Publicly recognize contributors and quick wins